

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Street, New York City

VOL. XCV

NEW YORK, APRIL 27, 1916

No. 4



WE have been told that Ayer & Son "copy" is hard to identify in the magazines. And folks who scan the proofs of our accounts, here at headquarters or in our branch offices, frequently comment on the versatility of illustration, typography and literary style.

WE confess to this studied difference. It is our intent that our "copy" shall not bear the ear-marks of any hard and fast style. It must be different—and it is.



STYLES and treatments now common to general advertising originated with us. It is the exception, rather than the rule, when a week passes without something new, either in layout, in art treatment or engraving, having been born in our Copy Department.

SELDOM it is that an Ayer & Son advertisement is the sole product of any one man. Co-operation is the rule. Each advertisement has the careful study of experts—in layout, in art, in writing, in typography.

THAT Ayer & Son advertising is based on sound lines is attested by the many national advertising successes that Ayer & Son copy has helped to create.



N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

THE BREEDS OF LIVE STOCK. By Live Stock Breeders. Arranged by Carl W. Gay. 12mo. New York: The Macmillan Company.

Contains material written by specialists on the subject *for Volume III of the Cyclopaedia of American Agriculture.*—From the *N. Y. Times Book Review.*

Please note the underscored words—"Volume III of the Cyclopaedia of American Agriculture."

If straws show which way the wind blows that phrase is a whole haystack!

Books are built to be sold at a profit. Can anyone picture a hard-headed publisher trying to make a profit selling farmers a Cyclopaedia of American Agriculture 20 YEARS AGO!

* * *

The farmer of to-day is a reader of agricultural matter because his present prosperity is based on reading.

For years the Standard Farm Papers have been furnishing the most practical agricultural information.

Understand these are

not general agricultural papers but specialists dealing with the problems of one section or class of agriculture.

Then remember that books are luxuries—the man with money to spend for books has money to spend for every other comfort or convenience.



TRADE-MARK OF QUALITY

THE STANDARD FARM PAPERS

ARE
FARM PAPERS OF KNOWN
VALUE

Prairie Farmer, Chicago
Pennsylvania Farmer
The Breeder's Gazette
Hoard's Dairyman
Wallace's Farmer
Kansas Farmer
Progressive Farmer
Birmingham, Raleigh
Memphis, Dallas
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
The Ohio Farmer
The Michigan Farmer

WALLACE C. RICHARDSON, INC.,
Eastern Representatives
381 Fourth Ave., New York City.

GEORGE W. HERBERT, INC.,
Western Representatives,
Advertising Bldg.,
Chicago.

Members of Audit Bureau of Circulations.

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Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 20, 1893

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How Procter & Gamble Base Sales Policies on Actual Market Conditions

A Highly Efficient Organization Trained to Get the Facts and to Act on Them

By S. C. Lambert

IT often happens that the manufacturer who has been successful with a particular product, or in a certain field, comes to believe that the same formula will necessarily bring success with other products or in other fields. He grows impatient of suggestions which involve changes from the orthodox practice. It is the "policy of the house" to advertise in certain mediums and with a certain type of copy, and it is nothing short of heresy to suggest a departure from it. I know a manufacturer of soda-fountains, for example, who invested heavily in the stock of a company which made phonographs. He had made a conspicuous success of the soda-fountain business by certain merchandising methods, and was it not reasonable to suppose that the same methods would bring success in the phonograph business? He had the controlling interest in the company, and if the practical phonograph men in the enterprise didn't like his methods they could get out. They did, one by one, and their places were filled with men from the soda-fountain business who could work in perfect harmony with the boss. Needless to state the business promptly went on the rocks, and the soda-fountain man retired from the phonograph field with a loss of more than half a million dollars.

Of course that is an extreme

case, but it illustrates in a broad way the point I am trying to make. No really capable merchandiser would imagine that soda-fountains and phonographs could be profitably marketed by identical methods, but what about products which really belong in the same general field? What about different brands of the same product? Advertising agents know how hard it sometimes is to convince a manufacturer that conditions have changed since his original product was put on the market, and that the same methods applied to a new brand to-day cannot be expected to produce proportionate results. In short, there is often a tendency to reduce success to a formula, and to treat business policies as if they were fixed and immutable principles.

THE IVORY SOAP PRECEDENT

Now, if there is any concern in this country which might be excused for thinking that it had discovered a formula for success in the marketing of a single product, the Procter & Gamble Company, of Cincinnati, is the one. In Ivory Soap the company has one of the most successful branded products in existence. Ivory Soap is quite generally regarded as an example of all that a trade-marked product ought to be; accepted by the consumer and the

trade alike as a standard of value. One would about as soon expect to find a grocer without any sugar or coffee as without Ivory Soap. The advertising and sales methods adopted for this particular product have been so successful that it affords one instance of a specialty which has become a staple.

What more natural, then, that the company, in establishing its other brands, should follow the same methods which have proved so profitable with Ivory Soap? If persistent advertising in national mediums, using highly refined illustrations and copy whose moderate claims are always made in irreproachable English, will establish one brand of soap in a practically unassailable position, why will it not do the same thing for another brand of the same maker? Is it not logical to suppose that the company which had made one of the biggest successes in business history through the use of certain methods would use the same methods in the promotion of its other products?

Logical or not, that is just the sort of thing which the company does not do. There is the widest possible variation in the methods of marketing Ivory Soap and Star Soap, for example, and Crisco requires a still different combination of methods. Each campaign is based upon a study of conditions as they actually are, not as they were forty years or so ago when Ivory Soap was a new brand. This constant and intensive study of actual conditions, with the resulting adaptation of the selling campaign to fit the conditions, are the features of the company's work which have greatest interest for manufacturers in other lines.

As everybody knows, the laundry-soap business in certain markets is a premium business. Ivory Soap, however, is not a premium product. At one time, in the early days, premiums were given for Ivory Soap wrappers, but nothing of the sort has been needed for years. The sales of Ivory Soap are increasing each year without the use of premiums. Lenox Soap is not a premium brand, yet it is said to be the lar-

gest selling brand of laundry soap in the world. Star Soap, Gold Soap, Satin Gloss Soap, Satine Washing Powder, on the other hand, are premium brands. The success of Ivory Soap and Lenox without premiums does not blind the company to the value of premium advertising. Where it is expedient to go after the business with premiums the company does so, irrespective of any precedents which may seem to have been established by its older brands. Precedent is all very well, but what are the present facts in the case?

PREMIUM BRANDS FOR PREMIUM MARKETS

The facts in the case seem to be that a certain considerable portion of the consuming public has been educated to want premiums with its soap. Very well, then; it is easier to swim with the current than against it. It might be possible to educate the public out of the notion, but it is quicker and easier to give it what it wants. So the company has its premium brands which it uses in markets where premium soaps are in demand. Gold Soap is the premium brand in New York and Amber Soap in Chicago; outside of the metropolitan district it is Star Soap.

The campaign for Ivory Soap and that for Star Soap have this point in common: both are aimed to secure the good will of the ultimate consumer. The company's business is built upon consumer good will, but the methods which are pursued in order to secure it are never stereotyped. Each new situation is examined on its merits, and the best possible solution is worked out for each case as it arises. In other words, the company recognizes the fact that it is dealing with conditions rather than theories, and that conditions have a way of changing whether one likes it or not.

Having attained a national success with Ivory Soap without the necessity of premium advertising, the company would naturally prefer to promote its other brands without the use of premiums.

Reader Confidence and The Christian Herald

**Christian Herald Reader
Confidence Builds Business.**

**Confidence is not built in a
day. It grows through long
years of unequivocal fair
dealing.**

**The confidence of Christian
Herald readers in The
Christian Herald is full and
complete because it has
never been abused.**

**This Reader Confidence is
the advertiser's unearned
increment.**

**Don't you want the benefit
of this Reader Confidence?**

**THE CHRISTIAN HERALD
BIBLE HOUSE, NEW YORK**

Since conditions will not accommodate themselves to that view, however, the company does put out its premium brands, but takes particular pains to keep the premium offer relatively inconspicuous.

For example, within the past year a campaign on Star Soap has been carried on in New York State, New England, and some of the States in the Middle West. The inside of the soap wrapper carries the premium offers, but the company does not call attention to it anywhere else. All of the emphasis in the campaign is placed upon the large size and the quality of the cake of soap, and no attempt whatever is made to "sell" the premium offer to the housewife. The company goes on the theory that it is selling soap, not premiums. If the housewife is a premium buyer she can be trusted to get the message on the wrapper without any urging, while if she hasn't acquired the habit the company doesn't want to help give it to her. Of course, the success of such a plan depends upon getting the actual goods into the hands of the consumer, and the company does that right at the outset of the campaign by means of house-to-house sampling with full-sized cakes of the soap.

I have heard it said by soap men who ought to know that the appropriation for this Star Soap campaign is the largest ever put behind a single brand. Strictly speaking, that may or may not be true, but it is certain that the campaign is tremendously effective. A soap man of long experience told me that it worked with the same thoroughness and despatch as the German army.

First of all, a sales crew visits the town where the campaign is to be staged. These men call upon every dealer who sells groceries. They do not attempt to load up the dealers, but they do try to see that every dealer has Star Soap in stock. The company sells only through jobbers, except in the metropolitan district of New York. The job of the sales crew is simply to see that every store has the goods. An important fea-

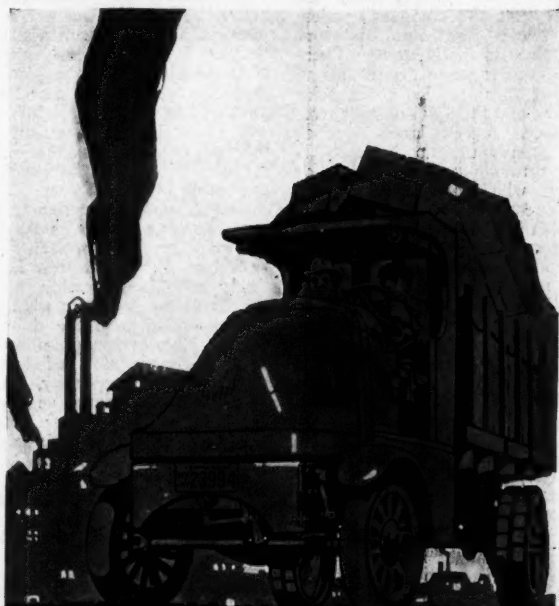
ture of this work is the daily report to Cincinnati, showing the number of stores visited and the results in each case.

Close upon the sales crew comes the advertising crew. Every housewife in town is handed a full-sized cake of Star Soap. Her attention is called to the size of the cake, and she is told that the soap can be had of her dealer. This crew is in charge of a foreman who supervises the work from a wagon carrying the stock of samples. He makes no effort to sell the dealer, but his report to Cincinnati is a mighty valuable check on the work of the sales crew. The advertising crew foreman will usually succeed in locating a number of stores which the sales crew missed entirely. Furthermore, his reports tell the company whether the jobbers are making prompt shipments or not. A number of dealers may have ordered small quantities which have not been delivered, and the company can take the matter up with the jobbers.

A SECOND CHECK ON DISTRIBUTION

Two weeks later there is a second house-to-house canvass. This time the housewife receives a coupon which entitles her to two cakes of Star Soap for the price of one. The coupons are redeemable by the dealer at the full retail price. This time the advertising crew visits the retail stores and places display material. Store hangers are used, as well as carton and cut-out window displays. The advertising men do all the work of installation. Once again the foreman of the crew checks up the distribution, and reports to Cincinnati.

By this time Cincinnati has a pretty accurate picture of the local conditions, and is able to send a sales crew back into that town with its work cut out for it. This second sales canvass strengthens the weak spots in the distribution, reaches those dealers who were left out of the first canvass, and redeems for cash all coupons



MACK TRUCKS
INTERNATIONAL
MOTOR COMPANY
NEW YORK CITY

**MACK & SAURER TRUCKS
ARE ADVERTISED BY THE
H.K. McCANN COMPANY**

**WE HAVE A BOOK DESCRIPTIVE
OF OUR ORGANISATION WHICH
WE WILL SEND ON REQUEST**

**THE H.K. McCANN COMPANY
NEW YORK-CLEVELAND-SAN FRANCISCO-TORONTO
IN NEW YORK AT 61 BROADWAY**

which have been received by the dealers. It is one of the strong points of the campaign with the dealer that the company's salesman comes right into his store and takes up the coupons. There is no need to go to the trouble of sending them to the home office by mail and then waiting for a remittance. A very large share of this premium soap business is done through the poorer class of stores, which are often run by foreigners who understand little English and do not have any very great confidence in promises anyway. When the company sends a man to redeem a few dozen coupons it naturally makes quite an impression upon dealers of this type.

WORK FOLLOWS NORMAL CONSUMPTION OF SOAP

Now, right here it is important to note that the work is timed to follow, as nearly as possible, the normal movement of the product. Care is taken not to load the dealer with more soap than he can sell within a reasonable period, and the consumer is not asked to order in advance of her ordinary needs. Each housewife has received one cake of Star Soap, and has bought two more if she has taken advantage of the coupon offer. An astonishingly large percentage do actually cash in on the coupon deals. The foreign housewife will usually go straight to the store with her coupon, and the servants in the more well-to-do families are reasonably certain to remember the coupon the next time soap is needed. That means, of course, that a sizable proportion of the community is supplied with laundry soap for some time to come, and the next work on the consumer is timed as nearly as possible to coincide with the time when these people are coming into the market again. Within a month after the coupons are distributed, Cincinnati has the complete figures showing coupon redemptions from dealers, and is able to base its judgment upon pretty definite data.

As, a general rule, there is a second distribution of coupons

about three months after the first advertising canvass. As before, the coupons are distributed by house-to-house canvass, and in the intervals the sales crew visits the dealers to redeem the coupons, place advertising displays, and see that the goods are actually in stock. The salesman who goes into a town has as part of his duty the task of estimating the volume of sales of each of half a dozen competing brands of soap. These estimates go to the home office with the daily reports, and as they are made by different men over a period of six months they form a fairly reliable indication of the results of the campaign when read in connection with the daily reports. The company knows the normal consumption of laundry soap in any community, and it also knows within a very close margin how much Star Soap is being sold there. With those facts as a basis, the man who knows how can judge the accuracy of the salesman's estimates without great difficulty.

So much for the outline of the Star Soap campaign, which is remarkable chiefly for the thoroughness with which the work is done, and the definite market data which it is made to produce. The Procter & Gamble Company has a knowledge of market conditions which is equaled by few concerns in any line, and that is one of the chief reasons for the versatility it shows in adapting its sales work to meet actual situations. The company *knows* what the situation is, and is not compelled to guess at a large part of it. Furthermore, the organization of the company is such that personal prejudices for or against certain methods cut very little figure. The man who "doesn't believe" in premiums, or posters, or magazines, or demonstrations, or any other of the mediums the company uses for its various products, has little opportunity to make his prejudice count against the best interests of the company. That is accomplished by means of a system of interlocking committees which has been developed to an extremely high degree of efficiency.

INGALLS KIMBALL announces that *The Cheltenham Press* is now under the management of J. ALBERT BRIGGS who will have associated with him DOUGLAS C. McMURTRIE. The increase in personnel will permit the extension of its unique and distinctive service to a still wider circle of clients.



The Cheltenham Press

11 East Thirty-sixth Street

New York

There is an executive committee, which is the senior committee; an advertising committee, a sales committee, and a number of minor committees such as office, efficiency, etc. A member of the executive committee is a member of each of the two minor committees, so that their deliberations can be conducted from knowledge of conditions in all branches of the business. The advertising committee, for example, cannot get off in a corner and draw conclusions which are at variance with something the producing departments are planning.

Similarly, one of the sales managers is on the advertising committee, a member of the advertising committee is on the office committee, and so on. Thus each employee of the company in any executive capacity has something to do with the management outside of his own immediate department, and each gets a general knowledge of the whole business. When matters are brought up in one committee and carried forward to another, there is a member of the originating committee to explain the situation. When the executive committee finally passes upon a question of policy, its members have personal knowledge of all the steps which have already been taken in the matter. There is every opportunity for the expression of personal opinion, but decisions are made from the standpoint of the business as a whole.

In brief, the Procter & Gamble Company is organized to get the facts in the first place, and then to act upon those facts rather than upon theory or opinion. It does not insist upon sticking to its old methods when conditions have made some other methods more effective. It does not hesitate to reverse its own judgments when such action seems advisable, as happened in the Crisco campaign. But the Crisco campaign, as well as certain interesting features of the promotion work for Ivory Soap, will have to be left for discussion in future articles.

Frank G. Smith Joins Collin Armstrong

Frank G. Smith, who for the past ten years has been one of the principal executives of J. Walter Thompson Company, has resigned and will join Collin Armstrong, Inc., as a vice-president, May 1.

Mr. Smith was a director of the American and Canadian Thompson companies and is the principal stockholder in the Canadian company, which is an independent organization. He developed the pioneer work of Mr. Thompson in the European field, establishing an active branch of the company in London and affiliated offices in Paris, Berlin and Geneva.

He will keep up his Canadian and European connections through his new associates, it is stated, with headquarters at New York.

E. A. Sutphin With New York "Tribune"

Edwin A. Sutphin, former assistant manager of the New York *Evening Post*, has joined the New York *Tribune* and will handle publishers and art advertising.

Before his association with the *Post* he was advertising manager for G. F. Putnam's Sons, book publishers.

Appointed Manager of Tractor Demonstrations

A. E. Hildebrand, advertising representative of the *Twentieth Century Farmer* Omaha, has been selected by the Association of Tractor Manufacturers to act as manager for the circuit of eight tractor demonstrations, to be held in the Middle West during the coming summer.

Len Frailey Leaves Campbell's Soup

Len M. Frailey has left the Joseph Campbell Preserve Company, Camden, N. J., with which he has been associated for many years as secretary and director in charge of sales and advertising. His future business connections have not been announced.

Nichols-Finn Secures Crow-Elkhart Account

The Nichols-Finn Advertising Company, Chicago, has secured the advertising account of the Crow Motor Car Company, of Elkhart, Ind. Beginning next month, the advertising will appear rationally, magazines and farm papers being used.

The House of Hubbell, Cleveland, Ohio, printers, who have made a specialty of direct advertising, have entered the general advertising agency field.

BUCKEYE COVERS



"One of the best books that has reached my desk for some time. I have read it from cover to cover."

—The Addressograph Co.

".....chuck full of good things for all advertising men."

—Westinghouse Dept. of Publicity.

".....extremely helpful, not only to the layman but to the man who makes advertising a profession."

—Frank Sennan, Incorporated.

".....it is just splendid."

—Butterick Publishing Co.

".....that it is instructing and helpful to the majority of advertising managers, there can be no question."

—Roch Magneto Company.

"Finest thing along this line.....have ever seen."

—Goodyear Tire and Rubber Co.

The subject treated in the above interesting article is continued and elaborated in "The Principles and Practice of Direct Advertising," a 190 page book of Facts and Figures and Suggestions that we send free to executives who write on their business letterheads. (To others the price is one dollar.) It will help you to get better printed matter at better prices.

A new edition is just off the press. Write for your copy today.

**THE BECKETT PAPER CO.
MAKERS OF GOOD PAPER
IN HAMILTON, OHIO, SINCE 1848**

Member Paper Makers Advertising Club
Dealers in Principal Cities of U. S., Canada and England

What Is "Interest" in Copy?

Some Illustrations and Experiences That May Throw Light on the Question

By J. D. Adams

THERE are so many loose definitions in advertising that if formulas are to have any value at all, it is a good idea to go back to the kindergarten once in a while and prod simple little words like "interest" just to see if they really mean what we have always supposed.

One of the dangers of the advertising profession is that most of its precepts and jargon are evolved by after-dinner speakers, being therefore excellent subjects for conversation but poor material from which to form a working science.

Now "interest" is an innocent crystal of a word, at first glance. Yet, as a matter of fact, it is one of the most treacherous, double-faced words in the advertising vocabulary. Haven't you read thus far because the question, "What is interest?" baffled you.

It gave you an uneasy feeling not to be able to snap off a convincing definition, so you are reading along to see if I can make anything out of the word. In fact, that question was interesting, which is getting ahead of my argument.

The word was first adopted in advertising when some radical thinker startled the profession by stating that an essential quality of an advertisement was a power to interest the reader. Although there is evidence to show that many of the more conservative practitioners are still in doubt

on this point, I think we may accept that statement as an axiom.

Which gets us back to the original question, "What is interest?"

To proceed cautiously, we will first assert that a thing or an idea is not necessarily interesting in itself. The Woolworth Building means nothing to a dog. A treatise on rhetoric does not interest a child. A nursing bottle is not interesting to a bachelor. Few women are interested in Mathewson's arm. An announcement of a White Goods Sale does not stir a man.

We must look beyond the product or the idea then, for interest.

Please glance at the "Too Late" picture on page 17. The thing is rather startling, but mere photographic trickery or powerful contrast is not in itself interesting. Such qualities have attention value, but attention must

not be confused with interest. This picture illustrates a peculiar feeling of baffled helplessness which you have experienced many times. You have been "too late." You have been the victim of an indefinable power which many times has held you from that which you had almost attained — which has

turned you back. This picture strikes a quick contact with an emotion which already exists in your consciousness.

Is it not safe, then, to say that interest is something which must

(Continued on page 17)



ADS WITH THE CUT OF THE LOWER
REVOLVER PULLED FIVE TIMES BETTER
THAN COPY WITH TOP CUT

HAS THE AMERICAN WOMAN

the interest of and influence
with its readers?

1239 women voluntarily wrote us during January and February inquiring about toilet preparations such as *cold cream, tonics, soaps, salves, etc.*

There are over 500,000 AMERICAN WOMAN readers who are looking for information about your product—that they do not know about them now is evidenced by the letters we are receiving daily.

Circulation
500,000
Guaranteed

Western Advertising Office
E. H. Brown, Manager
80 N. Dearborn St.
Chicago, Ill.

Eastern Advertising Office
William F. Haring, Manager
Flatiron Building
New York

140% gain in circulation in 14 months.

13% gain in advertising lineage in 14 months.

194% net gain in advertising lineage last 6 months.

205 advertisers in the past fourteen months who had never used space before.

65% of the advertisers who were with us in 1915 are already under contract for 1916—and the list is growing.

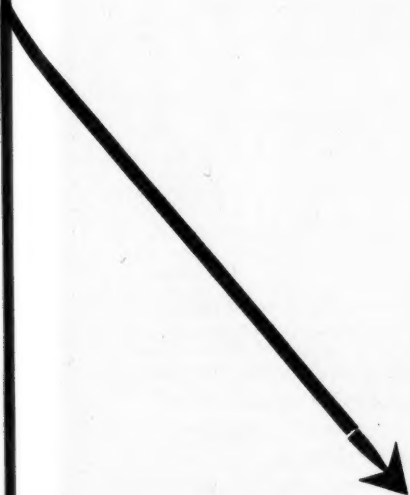
70% of the advertisements in the last six issues have been keyed and have called for definite results.

A rate which is lower per line per thousand circulation than that of any other general magazine.

A circulation which is an 80% non-returnable newsstand sale and is sufficiently concentrated to be attractive.

The print order for May is 610, 882.

PRINTERS' INK



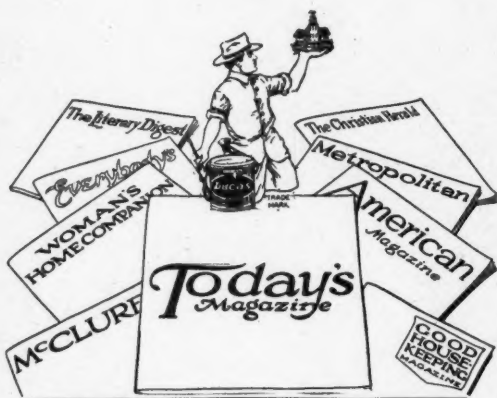
Hearst's Magazine

119 West 40th Street
New York City

1024 Hearst Building
Chicago, Ill.

Member Audit Bureau of Circulations

Today's Brass Tacks Talks



John Lucas & Co.'s selection of magazines for 1916 shows good judgment.

By the way, their story in March 30 *Printers' Ink* ought to be a tonic to any man struggling with "bafflers" in his distribution problems.

Frank W. Nye
Advertising Director

already exist in the mind of the reader and that it is the first purpose of the advertisement to establish a contact with that interest? Or to get at it another way—for the idea seems to be getting involved—an advertisement does not create interest, but appeals to an interest which already exists.

Let us see how this can be applied. We wish to deliver a message to ten thousand possible buyers. We must first find some experience, thought, doubt or emotion which is common to the whole ten thousand minds and which is also related to the message. For example:

The product is a baseball bat.

How will this do for an illustration? A baseball with two fingers draped over the top and the end of a thumb showing at the side. Every boy has studied and mastered this proper way to hold a ball. The experience is firmly registered in his brain. This picture makes the contact and you have a direct wire open for your message. But the picture would not work with a girl, because no girl ever held a ball properly, so there is nothing in her brain to connect with.

This all sounds pretty elemental, and were it not for the fact that nine out of ten advertisements are innocent of the slightest interest appeal, the discussion would be trite.

It would seem that the usual attitude of the copy-writer is something like this: "Here I have a great message to deliver. First I will attract the attention of the reader by an art border and some kind of a startling or pleasing treatment, and then while

he is held by the scruff of the neck, so to speak, I will jam my message down his throat. The poor boob doesn't know much anyway and will be only too glad to sit at my feet and be instructed."

The only trouble with that method is that the mind doesn't work that way.

There is another school which seeks to entangle the reader's mind with black arrows, pointing

Too Late!

The world runs on accurate time schedules. Yet who can say what Time really is? We get it from the stars, but where do the stars get it? When you come to think of it, there's something even deeper in having in your pocket a mechanism so delicate, so fine, so perfect, that it actually knows and measures Time—the power above the stars!

Do you own such a watch?

There are certain types of men who haven't much respect for Time. Time is nothing in the life of a tramp. Men of little character, masters and drawers, rather pride themselves on their contempt of Time. Somewhere, however, they are bound to be reached out and turned back.

Any watch will do for the man who is content to drift in a few minutes late, but when a gap there is between him and the man who has disciplined himself to keep track of the seconds.

The Hamilton Watch is known as the Railroad Timekeeper of America. That title was honestly earned. Time is everything to a railroad man. To him, the words, "Ten late," are ominous. They mean to him failure, danger, death. A railroad man is required to own an accurate watch. If his watch varies a certain number of seconds a month, it means less a new watch or get a new job. It is large proportion of railroad men own Hamilton Watches.

That is because they have learned, by comparing notes, that the Hamilton comes closest to absolute accuracy—in *Sher Time*.

Hamilton Watches are as thin and beautiful as you could possibly desire. But after all, a watch is not a trinket to be selected for its looks. A fine watch is a wonderful instrument and must be judged solely by its performance in accurate measuring of Time.

Buy a Hamilton, not merely because it is beautiful, but for the deeper reason that you can depend on it for the rest of your life to tell you accurate time—*Sher Time*.

Sent for the Hamilton Watch Book—
"The Timekeeper"

Hamilton Watches sell for \$25.00, \$35.00, \$50.00, \$75.00, \$100.00 and so on up to \$500.00 for the Hamilton Masterpiece in 18K gold case. Or you may buy a Hamilton movement to fit your pocket watch case for \$12.50 in Gold and silver. Send for "The Timekeeper," then for your money tell me why a good watch is the best deal in town.

HAMILTON WATCH COMPANY, Dept. 100
LANCASTER, PENNSYLVANIA

Hamilton Watch
"The Watch of Railroad Accuracy"

A DRAMATIC APPEAL IN COPY NOW RUNNING

fingers and that sort of thing. Perhaps there is something in it, but it would seem to me that since we are dealing with minds and not sheep, ideas ought to be more potent than these merely physical traps. In fact, to wander for a moment, are we not too apt at times to think of advertising as a physical rather than an intellectual force? We measure it by inches and speak of it in terms

of color, engravings and typography. Yet if advertising is not intellectual it is nothing.

Two things can be said about headlines—there ought to be a law against printing an uninteresting one, whereas, if such a law were passed, few advertising writers would be at large. The generally accepted idea seems to be that no one is going to read the text anyway, so many a summary of the message must be packed into the headline. This is all right if the message itself has the power to arouse interest, but as such is rarely the case, it seems ill-advised to discourage reading by telling what the message is before you make your contact with the reader's mind. Generally speaking, the idea for a headline should be found in the mind of the reader rather than in the message the advertiser wants to leave in said mind. If you feel certain that the reader is skeptical about the goods, frankly concede as much in your headline. Last fall the Novo Engine Company wanted to stir up a little extra business on its hoisting outfit, driven by Novo gas engines. Unfortunately, because of the nature of the work, there is a widespread prejudice against gas engines for hoists. So the headline of the advertisement read, "Is Novo power any good for hoisting?" That advertisement sold about \$40,000 worth of hoisting outfits. The headline didn't put doubt in the reader's mind—it simply made a contact with the doubt already there.

"The skin you love to touch" is a perfect headline. Would this be as good? "Makes people like to touch your skin?"

A great many products are so closely associated with the needs or desires of all people that merely illustrating them is sufficient to arouse interest. Automobiles are in this category, also spring hats, phonographs and the like. Even then, art should be employed to show the goods from the standpoint of the reader. Silverware on a dining-room table is more effective than in a showcase. The interior of an auto-

mobile seems to interest women more than the exterior. Hosiery filled is more generally interesting than hosiery in a box.

Two views of the Iver Johnson revolver are shown on page 12. Both have been shown again and again in advertising. The one pointing slightly toward you always pulls about five times better than the flat-on view. This has been proved, and a curious thing it is. I explain that by the fact that most people at some time or another have been fascinated by looking into the muzzle of a revolver. The fore-shortened drawing reaches that long-buried emotion, but the flat-on view does not. This is fairly subtle and I may be wrong in my guess, but it is by studying such points that advertising is made profitable.

DISSIMILAR INTERESTS OF ADVERTISER AND READER

The reason that a good many advertisements have nothing in them to interest the consumer is because they are frankly aimed to interest the advertiser who is to approve the copy and pay the bills. It is well understood by copy-writers that when a particularly difficult client has refused to O. K. good advertisements and the nearness of closing dates demands desperate measures, the one sure alternative is to show a cut of the factory. If the factory can be so posed as to occupy a large portion of the top of a world or some similar effect, so much the better. In this style of advertisement it is well to have in an upper corner a circle showing one of the factory processes or possibly a machine invented by the president. These things interest the advertiser and usually win his immediate O. K. But by the same token they do not interest the consumer. Such advertisements are so lacking in value, are so cynical in their conception and so monumental in their absurdity, that it seems inconceivable that advertisers should squander fortunes every year on just such pieces of copy.

Sometimes, when I've been in a cynical mood, I've thought it is

American Machinist

NEW YORK, MARCH 2, 1914

FOR DEEP, COARSE CUTS
IN THE HEAVIEST MILLING

**BROWN & SHARPE
RUGGED HEAVY SERVICE
MILLING MACHINES**

Read pages 60 and 61 and learn more about these powerful machines.
BROWN & SHARPE MFG. CO. PROVIDENCE, R.I., U.S.A.

The representative paper
of a field which is ex-
periencing unparalleled
prosperity—

One of the five Hill Engineering Weeklies
published at 10th Ave. and 36th St., New
York. The others are *The Engineering &
Mining Journal*, *Engineering News, Power*
and *Coal Age*. All members of the A. B. C.

almost a safe rule that if an advertisement appeals strongly to the manufacturer, it should be killed. His interests have to do with making and selling the goods which is exactly the opposite of buying them. The trouble is that some manufacturers cannot always understand how anyone can be indifferent to the splendid organization he has built up or some wonderful process he has perfected. I know one manufacturer who will never be satisfied until he has spent a few thousand dollars to tell the women of this country about an involved formula in applied chemistry which only three men in his own organization have ever been able to understand.

Nowadays, almost any advertisement is destined to fall within the range of vision of several million pairs of eyes. There is no reason why that advertisement should not leave a definite buying thought in the brain back of each pair of eyes. In view of such tremendous possibilities, doesn't it seem worth while to be guided, in preparing the advertisement, by a commonsense understanding of the minds we are trying to reach?

Interest resides in the reader's mind. Your copy can stimulate it or awaken it, but it cannot convey it. The best speaker you ever heard is the one who stirred up your own dormant convictions. So with copy.

Auto Accessory Company Changes Name

The Hartford Suspension Company, Jersey City, N. J., has changed its name to Edward V. Hartford, Inc. In the company's earlier days it manufactured the Truffault-Hartford Suspension—subsequently called the Hartford Shock Absorber—but since then it has gone into the manufacture of a number of other accessories which made its title a misnomer.

Hinkley Sells Interest in "Home Life"

Arthur A. Hinkley has sold his interest in *Home Life*, and Nelson Agard, who has been treasurer for the past six years, has been made publisher. Irving A. Leshner, formerly with the *Woman's World*, becomes advertising manager with headquarters in Chicago.

A Big Advertiser's Showing

After due allowance for depreciation, the National Biscuit statement shows the addition of \$346,956.39 to its net balance as the result of its operations to January 31, 1916, the end of the company's fiscal year. This is the end of its eighteenth year of business.

There are 8,898 stockholders, 4,407 of them women.

The plants have been extended very greatly during the recent past to care for the growing business of the company and enlightened welfare work is evident in all the buildings. They are strictly modern, fireproof and well lighted; all machinery is completely protected; restaurants are conducted where food is served at cost. For example, in the New York plant an employee can get a dinner of hot meat, potatoes, bread and butter, and coffee or tea, for 11 cents.

"During the past year 77 imitations of our trade-mark properties which appeared on the markets were stopped by our notices and warnings without the necessity of resorting to the courts. The abandonments of such trade-mark infringements by more than 250 competitors, which we have accomplished either with or without litigation, now number 959," says the statement.

Campaign on Belber Traveling Goods

The Belber Trunk & Bag Company, Philadelphia, whose advertising is appearing in a national weekly in space varying from one page to 200 lines, is featuring a patented accessory, the "Fitall," made by Eiseman & Kaiser, of Chicago. This is an adjustable holder for toilet requisites to be placed in traveling bags. Leon C. Lunstein, vice-president of the Belber Company, tells *PRINTERS' INK* that the line has been placed in many of the large stores of metropolitan centers as well as with dealers in smaller cities.

In addition to the magazine advertising, large posting space is used along some of the country's main highways, near such cities as St. Paul, Chicago, Pittsburgh, Philadelphia, Washington, Atlantic City, New York and Boston.

The purpose of the advertising is to get the buying public to ask for Belber baggage by name. All sales are made through local dealers.

Catholic Press Association to Meet in New York

The Catholic Press Association, comprising editors and publishers of Roman Catholic papers throughout the United States, will hold a two-days' convention in New York August 18 and 19, at the Catholic Club of New York.

Lane Leaves Appleton

James T. Lane, formerly assistant advertising manager of D. Appleton & Co., has joined the advertising staff of *System Magazine*.

Four Years Of Steady Growth

The printing order for
the last issue of April for
the last four years shows
Collier's gains thus:

1913 _____ 568,474

1914 _____ 764,751

1915 _____ 895,408

1916 _____ 909,000

Collier's ^{5¢ a copy}
THE NATIONAL WEEKLY

New York—Chicago—Boston—Philadelphia

"Collier's is unapproachable among periodicals, a shaper of American life into conformity with the best ideals."

Read "PANCHO VILLA,"
an article by JAMES HOPPER
in the April 29th issue of
Collier's.



SEVENTH

Chapter

"20 years after"

THE recognition which comes to a magazine from old accounts is truly significant. There is a certain amount of sentiment connected with the holding of old friends and being able to render greater service to them as the years go by.

On the page across the way you will find listed, with the lines used per month, a few from our long list of "20 years after" advertisers.

	McClure's 1896 <small>Lines per month</small>	McClure's "20 years after" <small>Lines per month</small>
The Gorham Company	224	340
Packer Manufacturing Co.	224	680
Globe-Wernicke Company	56	340
Columbia Graphophone Co.	112	680
Eastman Kodak Company	224	680
The Aeolian Company	224	680
Quaker Oats Company	224	340
Royal Baking Powder Co.	56	680
Joseph Campbell Company	56	340
Walter M. Lowney Company	112	340
Procter & Gamble Company	56	680
American Radiator Company	56	340

No statement could be stronger for—

MCCLURE'S
in the
Big size

27%

Once upon a time a man wondered how many country merchants subscribed to The Farm Journal. We picked out one southern New Jersey county and asked questions. 27% of all the storekeepers bought, paid for and read The Farm Journal.



unlike any other paper

Congressional Franking of Mail Restrains Advertising

Devious Ways of Booming Various Causes Which Might Otherwise Be Advertised in More Legitimate Channels

Special Washington Correspondence

IF free printing and free distribution of direct-by-mail advertising constitutes unfair competition against tax-paying individuals and corporations that make a business of rendering similar service, then have some of the interests in the advertising field just cause for complaint against Uncle Sam. Moreover, if some venturesome advertising agent were to suggest that the Government at Washington take some of its own medicine that it so delights to administer to others as a remedy for "restraint of trade" it would not be the first time that such a proposal has been advanced.

For years past, leading commercial printers of the country have been hammering away on the proposition that it is sheer injustice for the United States Government to take away the bread and butter of the printing interests by printing return cards on stamped envelopes at lower prices than the average job printer can quote. To be sure, the Post-Office Department has not abandoned the practice of printing envelopes for all comers but who shall say that the agitation has not been without effect?

AN INDUSTRY THAT IS DIRECTLY INJURED

Similarly, the seed houses of the country feel that they have a grievance of large proportions against the Government because of the annual free distribution of large quantities of lawn, garden and field seeds to persons throughout the country who can well afford to pay for their seeds and would do so,—and incidentally esteem the seeds more highly,—if it were not for the questionable theory of Congressmen that this form of generosity begets votes. This leads to the subject of the unfair competition which Congress inflicts upon the advertising inter-

ests of the country via the Congressional frank, or free mailing privilege.

The seed situation is an appropriate point at which to begin a discussion of the subject because it is quite generally believed that were it not for the annual bombardment of seeds under Congressional frank, the seed houses of the country would be far more liberal advertisers. Incidentally, the prediction may be ventured that their gain in customers would be by no means confined to the ultimate consumers who now receive a sop of seeds from the Government, and who in consequence have developed the confirmed deadhead's indisposition to pay for something that he has been receiving for nothing. More significant than the gain in numerical strength would be the accession of prospects whose propensities for buying seeds would be encouraged and expanded as a result of the satisfaction derived from a better grade of seeds than the Government has been wont to supply.

In the seed situation the competition of the Congressional frank strikes at advertising interests only indirectly, but a straight blow is delivered by the use of the frank and penalty envelopes for the circulation of all manner of appeals and pronouncements that ought to occupy paid space in newspapers and periodicals or even reach the eyes of the public via car cards and outdoor display. This evil is, moreover, increasing to such an extent that it is small wonder that the Chamber of Commerce of the United States at its last annual meeting authorized the Board of Directors to consider for future action resolutions with respect to Governmental franking privileges.

The present year encompassing a Presidential campaign may be expected to witness the circulation

under frank of a formidable mass of more or less "straight" advertising matter, but the chief injustice is not to be found in this quarter. Probably Congressmen would not be lavish spenders for advertising even were they denied the privilege of circulating their speeches, etc., but the situation might be somewhat different with respect to the promoters of the various movements that now thrive under the Congressional frank. Indeed it is the current "boom" in enterprises for the furtherance of every variety of "cause" that has latterly opened via the Congressional franking privilege a serious leak in advertising revenue.

PROPAGANDA SEEKING FRANKING PRIVILEGES

Agencies such as those for prohibition and woman suffrage have had to compete for public attention with peace councils and preparedness leagues, and the older established national organizations in behalf of conservation, reclamation and river and harbor improvement find it necessary to share the limelight with road improvement associations, and systematized campaigns in behalf of "better babies."

Every observer of the passing show at Washington recognizes the existence of a mania among the "reformers" and promoters to secure exploitation in Congress. A dual objective is the lure. On the one hand there is the speculation that the newspaper press of the country may be induced to devote space to any scheme thus sponsored. On the other hand there is the certainty that at least the Congressional frank can be used to circulate what is in effect plain, unvarnished advertising literature that has been printed at Government expense, perhaps in large editions. Some of the interests that fatten on this form of free advertising even have it figured out—and they ought to know—that printed matter receives more attention under frank than under postage, even letter postage. The explanation is that among persons not accustomed to receiv-

ing franked mail the appearance of an envelope bearing in the corner, in lieu of a postage stamp, the facsimile autograph signature of a United States senator or representative tends to arrest attention and insinuate prestige.

Business men may profitably follow the trial of the case now pending in the United States courts whereby the Post-Office Department is suing Truman G. Palmer and other publicity agents of the sugar producers for the sum of \$57,000 alleged to be due as postage on a huge edition (300,000 copies) of the booklet "Sugar at a Glance," which was circulated under Congressional frank when it is declared postage should have been paid on each copy. Here, remember, the only issue is an alleged abuse of the Congressional frank—a claim that the frank was used on printed matter which by reason of additions was not classifiable as a public document. If the Government wins its case it will merely mean that publicity seekers will have to be more careful not to mail under frank matter for which no Congressman actually served as the mouthpiece. The larger aspects of the use of the Congressional frank in unfair competition with paid advertising will scarcely be touched in this prosecution, interesting as it is in passing.

The Postmaster-General has at various times commented in his official reports upon the abuse of the franking privilege. Discussing the subject in 1915 he said:

"Not only is this matter carried in the mails free from the point of mailing to its destination, but such of it other than that of the second class which is undeliverable because of improper addresses, etc., is returned to the sender free. By reason of the use of obsolete directories or other lists, carelessness in addressing matter, failure to correct mailing lists, etc., many public documents, speeches, and other matter sent out by members of Congress, the executive departments and officers of the Government, and by others having the free mailing privilege fail of delivery and their return

free of postage serves to double the burden imposed upon the postal service in handling and transporting such matter."

BILL SEEKS TO PREVENT ABUSE OF PRIVILEGE

Advertising interests may enjoy partial relief from the competition of franked publicity if the committees on printing should succeed in getting through Congress certain legislation designed to prevent the abuse of the franking privilege. This measure has been pending for several years, and readers who recall what happened when the Secretary of Agriculture attempted a few years ago to put an end to the Congressional distribution of flower and vegetable seeds may be skeptical as to the outcome.

Such first aid for advertising interests as is proposed is found in Section 49 of the Printing Bill now pending (Senate Bill No. 1107 and House of Representatives Bill No. 8664) which reads: "It shall be unlawful for any person

entitled to franked envelopes or franked slips under the provisions of this Act to furnish the same, either directly or indirectly, to any individual, committee, organization, or association for the use or benefit of such individual, committee, organization or association." This section goes on to provide that the Public Printer shall include in his annual report to Congress each year a statement showing by name the number and cost of franked envelopes and franked slips furnished to each senator and representative, and shall indicate separately those printed for the mailing of speeches and Government publications.

If there is unfair competition for advertisers and advertising in the free seed distribution, there is apparently no help for it, at least for the time being. The House of Representatives has passed an appropriation bill for the year 1917 that carries the usual funds for seed scattering. The bulk of the appropriation goes, of course, for vegetable and flower seeds which

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

are packeted, assembled and mailed to the tune of 138,000 packages per day. Each senator and representative is entitled to 20,000 packages of vegetable seed and 2,000 packages of flower seed, each package consisting of five packets.

Advertisers who are interested in the subject of returns from sampling campaigns may care to hear of Uncle Sam's experience in a new campaign of seed sampling. During the past two years, Congress, in addition to the time-honored scheme of broadcasting flower and garden seed, has been spending some \$45,000 per annum for new and rare seed. In the case of this new and rare seed a letter has been sent to each man to whom a sample was sent asking him to advise the Department of Agriculture as to just what success he had with the novelties. The latest letters asking for reports were sent out November 1, 1915, and for all that these inquiries went to picked names, 50,000 of them, up to date only about 10,000 or one in five, have responded. However that response is better than the Government usually received. Officials of the Department of Agriculture are wont to consider that they are reaching the farmers pretty effectively in an inquiry if they get ten per cent of replies to inquiries.

Canadian Railways Accounts to New Agency

The advertising for the colonization department of the Canadian Pacific, the Grand Trunk resorts, Alaska copy in the Middle West for the Grand Trunk Pacific, land advertising of the Canadian Northern, the Chateau Laurier and R. Martens & Co. is now being placed by Vanderhoof, Condict & Eckstorm, a new Chicago agency. Prior to going into the agency business Herbert Vanderhoof acted as special advertising counsel for some of these accounts in the United States. R. P. Eckstorm was for twelve years with the Hearst organization in Chicago.

Bernstein Editor of "American Hebrew"

Herman Bernstein has been appointed editor-in-chief of the *American Hebrew*, New York, succeeding the late Dr. Joseph Jacobs. He is editor, also, of *The Day*, a Jewish daily of New York.

Victor's New Newspaper Policy

The Victor Talking Machine Company has discontinued the use of the irregular-shaped newspaper copy, designed to encourage dealer advertising on the same page. The reasons for the change are set forth in an announcement to dealers:

"We enclose advance proofs of Victor newspaper advertising which will appear in the newspapers of your city during the month of April. Advertisements of the same forceful, dominating character (all of this size) will appear in these papers every week in the year.

"This constitutes a large increase in our newspaper advertising space and takes the place of the irregular-shaped advertisements that have been such a feature of your local newspapers for the past four years.

"This increased advertising in the newspapers has been placed with the distinct understanding that dealers', distributors', or any other talking-machine advertising shall not appear on this same page, and we feel sure that all Victor dealers and distributors will welcome this condition, because it will enable each dealer to advertise in some part of the paper and gather equal benefit from the big Victor advertisement.

"The necessity of enforcing this condition is due to the fact that some publishers disposed of all the space beneath the irregular-shaped advertisement to one dealer, thus excluding all other dealers; which, as everyone will grant, was unfair and not in harmony with the Victor Company's policy of affording every dealer equal benefits from all Victor advertising.

"In many cities, additional newspapers have been added to our previous list, and, in addition to the cities that previously carried Victor advertising in their newspapers, there have been added about 200 other cities, taking in practically every city of 25,000 population, and over, and including quite a number of cities of less population.

"In addition to this increase in newspaper advertising, which amounts to many hundreds of thousands of dollars, we have also greatly increased our big national advertising in the magazines, and it is our desire to impress upon every dealer and distributor that we will increase this already stupendous advertising just as fast as the demand increases. If we can, by our example, make all Victor dealers understand that their business and profits will grow with every increase in their advertising, we shall feel that our dealers have awakened to a realization of their opportunities and have determined to get their share of the enormous Victor business which is so general all over the United States, and which is growing bigger and bigger every day."

Ray Becker With "Modern Hospital"

Ray Becker, formerly connected with the *Black Diamond*, *Grain Dealers' Journal* and *Seed World*, has joined the staff of the *Modern Hospital*, St. Louis, in charge of the service department.

In March - Over one hundred millions

Engineering-contracting work is almost as seasonal an industry as cloaks and suits.

Just before Easter prosperity rises to its height.

In March the construction field showed \$110,205,000 in contracts awarded—well scattered throughout the country. This work reported in Engineering News alone:

Approximately

General Construction - - \$77,000,000

Excavation and Dredging, 12,000,000

Roads and Pavements - 14,000,000

Sewers and Pipe Lines - 7,000,000

The engineers and contractors in this month alone received over one hundred million dollars' worth of work to do—they'll have to have machinery with which to do it—they read about that machinery in the engineers' and contractors' paper—

Have you been reading the FACTS in our recent advertising of Engineering News—FACTS which prove what a good advertising medium it is?

Engineering News

One of the five Hill Engineering Weeklies published at Tenth Avenue and 36th Street, New York City. The others are *The Engineering and Mining Journal*, *American Machinist*, *Power* and *Coal Age*. All members of A. B. C.

The Message from May

The May issue of Good Housekeeping, distributed this week, contains the largest advertising revenue in the history of the magazine.

While this statement reflects a general business condition that is extremely pleasing to every reader of Printers' Ink, it also holds the following rather significant facts:—

88 per cent of Good Housekeeping Magazine's volume for May comes from Good Housekeeping advertisers of last year.

In the May issue there are 68 new advertisers who have never before this spring used Good Housekeeping.

There are also 19 advertisers in this number, using Good Housekeeping exclusively in the women's field, who are this year employing magazine advertising for the first time.

We believe that this tremendously gratifying recognition has come because of Good Housekeeping's success in accomplishing one over-shadowing and all-inclusive purpose. This purpose is and has been to establish and maintain a reader intimacy and confidence in both editorial *and advertising*, not common in the magazine field.

There is a message here in the story of our May business. We want that message to reach not only those who are already utilizing advertising as a vital merchandising force, but to reach you, Mr. Manufacturer, who have yet to enter the field of national publicity.

Good Housekeeping Magazine

119 West 40th Street, New York City
C. Henry Hathaway, Advertising Manager



(A miniature reproduction of a color page in Judge by James Montgomery Flagg)

Real humor and superb art are combined in Judge to make it a periodical of happiness—of high-grade entertainment.

Judge's readers pay us over \$600,000 a year for a leisurely and always pleasant reading visit with this truly "happy medium" every week.

If your products come to the attention of this exceptionally good audience—while in this exceptionally receptive frame of mind—they have singular opportunities to make favorable and lasting impressions.

112,500 guaranteed—with Audit Bureau proof.

LUTHER D. FERNALD, ADVERTISING MANAGER

Judge

The Happy Medium

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Chicago

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Selling the Big Order to Hotels

Many a Landlord Has Satisfied His "Unknown Want" After Various Skilful Manufacturers Have Shown That It Exists

THERE are various ways of selling hotel men, and manufacturers are putting new clothes on old methods and creating new ones right along. The average manufacturer who decides to go after hotel business may as well make up his mind that he has a tough fight ahead. The business of big houses is so attractive that scores of concerns in every line are putting forth aggressive efforts to corner it, and competition is nothing if not spirited.

That some manufacturers, at least, are trying to go after the business in a strong way is shown by the fact that the hotel departments of the big Grand Rapids furniture factories are being thoroughly developed. The furniture-makers were satisfied to get what hotel business came their way through their dealers until they awakened to the fact that they could get a lot more by going after it direct. One or two organized hotel departments and their success led others to follow suit. Finally, some of them began to forget to send a check to the local dealer as his commission on the contract. This led to a revolt, during which the dealers delivered an ultimatum to the effect that the manufacturers couldn't eat their cake and have it too, or, in other words, couldn't have a dealer when it suited their convenience and not have one when he was superfluous. The manufacturers decided they couldn't afford to sacrifice the dealer.

Furniture-makers of other cities saw an opening here and began to sell direct to hotels, as well as other institutions, such as hospitals, steamship companies, restaurants, clubs, etc. Those distributing through dealers found themselves at a disadvantage in one respect, and with the whip-hand in another, for this reason: The hotel man is willing to buy cheaply, if he can get what he

wants at that price; but he is not willing to sacrifice the good will of the local dealers, who can hurt him a lot if they are so inclined. So the manufacturer of hotel equipment who sells through the dealers seems to be better off than those selling direct. The situation is an interesting one, however.

One of the things which makes hotel business so desirable is the fact that the most astute hotel managers do little haggling over prices. They want equipment, be it for their kitchens or their guest-rooms, that will stand the hardest kind of usage, and that will wear for years without repairs. The frail furniture with French legs is a thing of the past as far as any extensive use in hotels is concerned. A little of that kind may be used in furnishing a few rooms, but the majority of the guest-rooms will be equipped with beds, chairs, dressers and other furniture that will wear.

HOTELS WANT VALUE RECEIVED

The same thing is true of other equipment, not even excluding chinaware, which, it might be thought, is fragile at best. Hotel men have discovered otherwise, however, and are passing the buck to the manufacturers of china in pretty decided fashion. If a saucer can stand a few gentle taps with a hammer, it may get by; otherwise, not. Rolled edges are favorites with hotel men, who have found them harder to break. Considering that the china bill in a hotel is a big item, and that a piece is taken out of service as soon as it is chipped, manufacturers of that line would do well to devote their efforts to producing an even more durable product than is on the market at present. Their efforts will be appreciated.

The same thing applies to curtains and particularly to linens, which must go to the laundry

daily, and come back in good shape. Hotel men don't want napkins which leave their mark in the laps of guests, even though the linen variety has gone skyward recently.

The average guest of a hotel probably appreciates the individual towels which are found in most of the public wash-rooms, and may surmise that they were installed because of their advantages from a hygienic standpoint. This, of course, is true to some extent, but the point that scored most heavily with hotel men was the fact that the guest couldn't fill his suitcase with the towels. They are fastened to a rod in the stand, and a hotel man putting 100 towels in a wash-room in the morning, can send 100 to the laundry that night, a consummation which is pleasing and refreshing to him, after long but not patient suffering.

There is plenty of room for the supply man who can figure out a few other methods of checking the operations of the souvenir artists. The Hotel Sherman, of Chicago, has spent \$15,000 in replacing silverware since the new house opened carried away by guests who probably reflected that one knife or spoon wouldn't cut much figure. The Sherman is by no means unique in this respect. The manufacturers of wash cloths and chamois shoe rags are making money on the strength of this situation. Many hotels now place wash cloths, done up in waxed paper, in every room. "Take me home," is the inscription on the cloth, the hotel man realizing that the guest will probably do that anyway. Similarly, shoe cloths are given away, and this system has resulted in a saving, since guests do not use towels to shine their shoes with.

A hotel which presented its guests with tiny "traveler's friends," consisting of a spool of thread, several needles, a thimble and a few buttons, received dozens of letters of thanks from traveling men. Other novelties can be and are being sold to hotels in quantities. Devices for making noises on festive occa-

sions are in demand. Even more so are dainty favors for women guests, and the novelty houses which can turn out unusual offerings and sell them cheaply are finding hotels among their best customers, and certainly the most consistent ones.

At the same time, the trade is constantly itching for something new—something which will stamp that particular hotel as being a little better than the best of the others, and many wholesalers of food are capitalizing this craving. A cheese house in Chicago is continually experimenting on new brands of cheese—mixing Roquefort with Swiss and otherwise seeking new thrills for the palate of the hotel guest. This company does a big business on the strength of its creative ability. By the time its competitors have learned the secret of the latest product, it is offering hotel men something else.

Individual packages, as pointed out recently in **PRINTERS' INK**, are welcomed by hotel men. They give the guest the feeling of getting food that is prepared for him and no other, and in addition, they eliminate waste. A net saving is made, despite the fact that the individual packages cost a little more. Cereals of all kinds, sugar, honey, tea, and a host of other products are now being put up in individual packages for hotels.

PERSONALITY STILL COUNTS

Many manufacturers are going out of their way to get acquainted with hotel waiters, with good results. Some guests order beer, cigars, cigarettes, and foods by name, and waiters usually have explicit instructions in such cases to give exactly what is ordered. Others order "a good cigar," "a bottle of beer," or "a box of cigarettes" and get the brand which allows the largest profit to the house or the one made by the manufacturer the waiter likes best. For this reason, waiters have no difficulty in getting all of the food and drink they can use at their occasional parties. The same is true of hotel clerks and stewards



A Continental Food Inquiry

The Delineator asked its readers for some first-hand facts about the food-supply of the American people. The questions were detailed and searching and the prizes offered were very modest.

Hundreds of subscribers made thorough researches in their communities and sent in elaborately prepared reports. The prize winners are announced in the May issue.

This food inquiry, of great moment in itself, is evidence of two things—the thoroughness of Delineator methods and the responsive interest of Delineator readers.

The Delineator

One of The Butterick Trio

Member A. B. C.

—particularly the latter, who usually buy perishable goods for hotels. Clerks are frequently called on to direct guests to "the best show in town," "a good Turkish bath," and a lot of other amusements and attractions. A member of a hotel clerks' organization in one big city paid \$5 as a year's dues and received, besides the value of membership in the club, two tickets to Turkish baths, a half dozen free theater parties, a number of dinners and a few other gifts.

The Clysmic Spring Company, bottler of the table water of that name, is now offering a gold watch to every waiter or bartender who returns 500 caps from Clysmic bottles. Hotel men, as a general proposition, are opposed to such offers. They believe that the waiter or bartender who is working for a gold watch is likely to be tempted to substitute on the guest. Fifty per cent of the product sold by hotels is service and anything which threatens to interfere with this service is discountenanced. Few such plans have been attempted in the hotel field.

There are a few kinks in the hotel business which make the going a little rough for the manufacturer trying to break in. One linen house, for instance, is a stockholder in a score of big hotels in a small way and gets most of the linen orders from those houses. A big packer owns much of the stock in a Chicago hotel, and gets some nice business from that house. A supply house recently took over a Texas hotel and is operating it, temporarily, at least. Such instances, however, are rare, and do not mar the attractiveness of the field to any great extent.

HOTELS LOOKING AHEAD TO PROHIBITION DAYS

Prohibition is worrying hotel men exceedingly, and any manufacturer who can tell the trade how to get more revenue to take the place of the actual or probable loss of the bar can get some business. The Continental Distributing Company, of Pittsburgh,

is installing cabinets filled with toilet articles, in many hotels which heretofore have declined to consider the idea. A twenty-five-cent piece brings forth a shaving-stick, a toothbrush, or any one of a half dozen little articles which are likely to be required by a guest.

Some hotels install them, they say, only because of the accommodation to the patron, but many look on the cabinets as a partial solution of their problem. Other houses are putting in coffee shops, which is a dignified name for a quick-lunch room, while still others are entering the soft-drink business. The trade is still open for suggestions, however, having discovered that a quarter's worth of whisky is only a starter for a patron, while the same amount spent for ice cream means a surfeit. One hotel man is boosting stamp-vending machines, which give a cent profit on every nickel's worth of business. This is an indication of the apprehension felt over prohibition and the anxiety of the trade to increase its income.

The hotel is nothing more nor less than a dealer in many respects; yet few manufacturers are doing anything along the line of service. The ordinary dealer helps, of course, would not fit the situation, but the hotel man has so many problems that he would welcome tactful aid from a supply house at times. It is easy to believe that the manufacturer who came around with something besides an order to be signed would get a warmer welcome than he who tells the same old story.

One of the biggest supply houses in the country is trying to muster enough courage to charge hotel men for making drawings of proposed kitchen installations. Indications are, however, that the company will continue to provide drawings free of charge as all of the other kitchen-equipment houses in the field are doing. This practice seems to involve a lot of waste effort, but hotel men welcome competition on kitchen equipment, and as long as the supply houses make drawings on

GOING UP!

It is always gratifying to have one's business show a steady increase.

The NEW YORK AMERICAN is increasing its advertising revenue very regularly. The increase in net cash weekly is very often as much as the total weekly advertising revenue of some New York newspapers. There is a big difference between printing advertising at regular, definite, profitable rates, and printing it at irregular, indefinite, unprofitable rates.

The advertising rates of the NEW YORK AMERICAN are an open book.

Advertisers buy space in its columns with the knowledge that they are all accorded equal treatment. They also buy with definite knowledge as to net paid circulation. They also buy with assurance that they will get a good return on their advertising investment.

These three elements are important in deciding advertising investments, and since the majority of advertisers are giving more careful consideration to these matters than they ever did, it is but natural that the NEW YORK AMERICAN should forge ahead.

A quarter of all of the readers of morning and Sunday newspapers in the New York territory is a very big following for any newspaper. The NEW YORK AMERICAN HAS IT AND HAS HAD IT CONTINUOUSLY FOR MORE THAN TWENTY YEARS—hence its wonderful advertising power.

The NEW YORK AMERICAN is showing notable advertising increases from all lines of business, and particularly from those lines that require readers to spend large sums of money in order to make the advertising of these lines pay.

NEW YORK AMERICAN readers have proved to advertisers that they respond to their announcements with cash—the only thing that counts.

New York American
PUBLISHED WEEKLY
ESTABLISHED 1844

DAILY AND SUNDAY

Member Audit Bureau of Circulations

their own initiative, hotel men can hardly be blamed for looking them over and accepting the best. The kitchen is commonly regarded as "the heart of the hotel," and is receiving more attention from hotel men, architects and supply houses than any other department. In other words, the hotel is being planned around the kitchen, which is given first consideration.

HOTELS WELCOME NEW IDEAS

The Chicago branch of the Bigelow-Hartford Carpet Company recently went to the owners of the Edgewater Beach Hotel, under construction, and delivered itself of the following: "What is the use of ordering a half dozen different kinds of carpet for your house? Why not select one design and use it throughout the hotel? It will be cheaper for us to make and cheaper and quicker for you to buy. Mrs. Jones can't kick because the carpet in Mrs. Smith's room is prettier than hers. If a hole is worn in a carpet in one room, you have plenty of the same kind of carpet with which to piece it together. This particular design will remind travelers of the Edgewater Beach Hotel whenever they see it."

The Bigelow-Hartford Carpet Company got the order, calling for 22,000 yards of a simple design with taupe and mulberry being the dominating colors. Its new idea won for it.

The Sayford Paper Specialty Company, of Vineland, N. J., also came forward recently with a new idea, which is getting it a lot of business. Hotel men have realized for a long time that there is danger of disease being passed from one person to another through the finger-bowls unless great care is used. The Sayford people capitalized the idea by making silver containers, in which paper bowls are placed. These paper bowls are made in any given design to match hotel china, and are destroyed after being used once. The idea has caught on rapidly.

The William Penn Hotel, of Pittsburgh, which was the latest big house to open to the public,

installed advertised equipment almost exclusively. Among the advertisers represented in the company's purchases were the Hall China Company, Otis Electric Company, Milwaukee Chair Company, William Liddell Company (linens), International Silver Company, Bigelow-Hartford Carpet Company, Quaker Lace Company, Nelson-Matter Furniture Company, American Laundry Machinery Company, Brunswick-Balke-Collender Company, Norton Door Check Company, Fairbanks, Morse & Company, and others.

The foregoing will perhaps give manufacturers an idea as to conditions in the hotel field. It might be well, however, to remember that the field is changing. The big transient houses exemplified by the Biltmore, McAlpin and others of New York, La Salle, Blackstone, and others of Chicago, were until recently regarded as the only ones worth keeping in touch with. To-day, however, supply men might profitably keep an eye on the apartment hotels going up rapidly around the country, which give bellboy and maid service as hotels do, and which are pressing the orthodox hotels hard in some sections. One hotel man who ought to know recently made the prediction that the transient hotel of the future would be able to offer the guest either a room and bath or a furnished apartment.

In Los Angeles, the apartment hotel men have formed an association, and the apartment hotel field is growing so rapidly that it seems to offer great possibilities to the manufacturer of practically everything needed in a hotel.

South Bend Printing Company Organized

The R. & S. Printing Service Corporation has been organized in South Bend, Ind., by H. H. Roemer, Olle S. Sundsmo and O. E. Tronnes. Mr. Roemer and Mr. Sundsmo were formerly with the Catalog Service Company, of South Bend, and Mr. Tronnes was assistant advertising manager of "The Dodge Idea," Mishawaka, Ind.

PROGRESS



Pre-eminent Philadelphia

PHILADELPHIA is pre-eminent among the progressive commercial cities of the world. She produces and sells more articles of world-wide reputation, on the basis of quality rather than price, than any other city. Baldwin's, Stetson's, Cramps' and other enduring names contribute to her international commercial fame. Her huge textile factories and machine shops give her first place in American industry. And today she is more vigorously progressive — financially, industrially, commercially — than at any period of her history.

CONSIDER Philadelphia's commercial progress! She has more than 9000 manufacturing plants which produce 211 of the 264 articles made in the United States. Her skilled workers earn a monthly pay-roll of \$45,000,000. They constitute almost the richest community in the whole world, and have given Philadelphia's 105 national banks, trust companies and saving societies deposits of \$800,000,000.

PHILADELPHIA offers the national advertiser a rich and ever-widening market. The massive earnings and savings of its people, the 80,000 increase of population each year, the steady growth of its multitudinous commercial activities—all these are factors worthy of the advertiser's consideration. And the Public Ledger-Evening Ledger reach the concentrated purchasing power of this progressive pre-eminent Philadelphia.

PUBLIC  **LEDGER**

Member A. B. C.

More Than Merely A Paper Service

Knowing a money-saving, result-giving paper for every purpose is, of course, an important factor in our remarkable growth—we pride ourselves on being in a position to give such service on a nation-wide scale.

But the present paper crisis has demonstrated a still greater reason for being a Birmingham and Seaman customer—for placing your paper requirements in the hands of a dependable paper house.

Because of our intimate knowledge of the sources of supply and our vast, diversified manufacturing facilities we have been able to take care of our customers unusually well, in the face of soaring prices of raw materials, the scarcity of paper generally and an unsettled future.

It is good business to tie to a concern that has proven its dependability.

BERMINGHAM & SEAMAN COMPANY

*Radium Folding Enamel—Samson Offset—
Opacity—Crystal Enamel—Advance Bond—Elite
Enamel—Bulking Eggshell—and other papers.*

Chicago :: New York

St. Louis

Minneapolis

Milwaukee

Buffalo

Detroit

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Hotchkin on the Value of Space

Not so much anxiety about circulation and more attention to making the magazine advertising pull, was the prescription W. R. Hotchkin, of the Cheltenham Advertising Agency, gave to the Representatives' Club at its April 24th luncheon at the McAlpin, New York.

"Enrich the productive value of magazine space," he told the 125 members and guests present, "by educating your readers to buy advertised goods. The advertiser in magazine space is a prejudiced advocate, unless backed up by the editors of the magazine.

"Now, of course, magazine editors cannot endorse each individual advertiser; though some are now guaranteeing all their advertising, and reaping magnificent results for their censorship and recommendation.

"And why should we not demand the same guarantee from the magazine, in reference to the merchandise that it exploits for sale, as we do from the merchant!

"Turn a capable writer loose to discover the romances of human progress that can be dug up in your advertising columns, and the story writers and authors of special articles in the main section will have to 'go some' to maintain an equally deep human interest appeal.

"Even if all magazines should do the same thing, there would be bigger business for all, for such cultivation will mightily increase the demand for the articles so alluringly described and so eminently recommended.

"The managing editor of the advertising section will need to have a keen merchandising sense; but the special writers might well be the most famous experts in every field covered.

"For instance, Harold Bauer, by reason of his experience in making master-rolls, could write a fascinating and powerful story about the influence of the player-piano in developing a knowledge of the finest music.

"A university professor would write a valuable article on the care of the teeth.

"The best-known food expert in America might be secured to write about food values and the perfection of cooking in a fireless cooker."

John G. Jones, sales manager of the Alexander Hamilton Institute, speaking to the topic, "The Salesman with an Ideal," said that no advertising man could get the best out of himself who regarded his work as space-selling, and not as service.

"Forget it," he said. "Change just as soon as you can to the ideal of service; that advertising means the extending and clearing of sales channels, that advertising means growth, and betterment and opportunity. Unless a man is confident, some sort of a crusader and reformer, he can't make a thorough-going success. And what you are doing is worthy of a crusader. The salesman today is a real civilizer."

Display Manager for Gimbels

A. D. Hopkins is display manager of Gimmel Brothers, New York department store.

Another Tooth Paste Seeks Favor

Albodon, a new dental cream, is being advertised in New York, Brooklyn, Jersey City and Newark papers, three full columns in four papers weekly for four weeks, and 1,638 lines in two others for the same time. After that small copy will run regularly in full position. The company is owned by Eugene Katz, formerly a newspaper and advertising writer of Chicago.

Canadian Underwear Advertising

The Zimmerman Manufacturing Company, Ltd., Hamilton, Ontario, will feature the Hatch One-Button Union Suits in its 1916-1917 advertising. This company holds the Canadian rights upon this garment, manufactured in the United States by Fuld & Hatch, Albany, N. Y.

Webber Leaves Ever-Ready Works

H. L. Webber has resigned as advertising manager of the American Ever-Ready Works, New York. His successor has not been appointed. Mr. Webber's plans are not announced.

F. J. Kaus Joins Federal

F. J. Kaus will become associated on May 1 with the Federal Advertising Agency, New York, as space-buyer. He has been with the Blackman-Ross Company for two years and was previously with the Cowen Company.

Class Paper Appoints Representatives

Hospital Management, Louisville, Ky., has appointed the following advertising representatives: A. W. Rideout, Boston; Kenneth C. Crain, Cincinnati, and A. D. McKinney, St. Louis.

W. A. Clare Makes Change in Auto Field

W. A. Clare, until recently advertising manager of the Chase Motor Truck Company, has become general sales manager of the Atterbury Motor Car Company at Buffalo, N. Y.

Stevens & King to Represent Lowell "Telegram"

Stevens & King, Inc., New York, have been appointed Eastern advertising representatives of the Lowell, Mass., *Sunday Telegram*, outside of the New England territory.

Drive of the Hotpoint Company for the Electric Range Market

National Advertising for a Business, 87 Per Cent of Which Mostly Lies in the Distant Future

MANUFACTURERS, who are unable to get a complete national distribution because of the presence in certain localities of natural or physical conditions or other apparently insurmountable difficulties, will be interested in the electric-range campaign of the Hotpoint Electric Heating Company. This concern makes a smashing start with a double-page spread, in colors, in the April 29th issue of a national weekly. While this is not the first time that an elec-

such a rate. Of these, not more than 800 give a cooking rate of three cents, which comes nearest to being equal the average gas rate.

Thus the electric range manufacturer can hope to sell his device in no more than a third of the sections served by central plants, and in reality the rates are so unfavorable that he has a fair chance at only about thirteen per cent of the market. Furthermore most of this limited market lies

THE FIRST SPREAD IN NATIONAL WEEKLIES

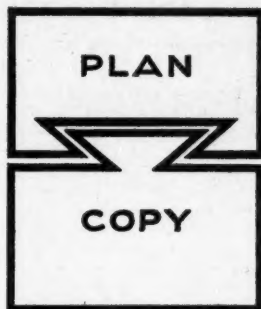
trical range has been advertised in a national way, it is, perhaps, the biggest drive that has been made on the product.

Out of the 6,000 central power stations in the United States, half of them have only a night service. Since, in these places, it would not be possible to cook with electricity in the daytime, these communities are not likely to be interested in electric ranges. Four cents per kilowatt-hour is the most that a householder would be willing to pay for electricity for cooking. Only 2,000 plants have

in the West, where hydro-electric development has made cheap rates possible, and where the manufacturing day load is not as great as in the East.

Under these conditions, does it not seem a foolhardy venture to advertise nationally to get the interest of a comparatively few prospects who could be reached more economically through some form of local or sectional advertising?

It would seem so at the first flash, but the Hotpoint Electric Heating Company has very good



**That's the way they
ought to dovetail.**

Hanff-Metzger
Incorporated
Advertising Agents
95 Madison Ave., New York

*Write (on your business letterhead) for
the Hanff-Metzger "Blueprint"*

reasons for thinking otherwise. It believes *that the time is not far distant* when most communities, where electric service is available, will have a cooking rate, and that other trade conditions will become favorable for the sale of electric ranges. The movement for the adoption of a cooking rate is growing. For instance, the Edison Electric Illuminating Company, which serves Boston and forty-two suburban points, recently made a rate that will be interesting to those who wish to use electricity for cooking. Since the adoption of this rate 700 ranges have been sold.

For the sake of clearness it may be better to classify the purposes of the present Hotpoint advertising as follows:

(1) To influence the tendency toward the adoption of favorable cooking rates.

(2) To educate people to the value of electrical cooking. When the public wants to cook electrically, the getting of the desired rates will follow as a matter of course.

(3) To overcome prevalent engineering theories that are somewhat adverse to electrical cooking or to the idea of making a special rate for the purpose.

(4) To make the power plant people keen for the development of their day business.

(5) To identify the Hotpoint range with the market. In other words to advertise to people before they are prospects, with the idea that where they are ready to buy they will naturally think of the range that they have been reading about.

(6) To get immediate business in those communities where conditions make electrical cooking possible.

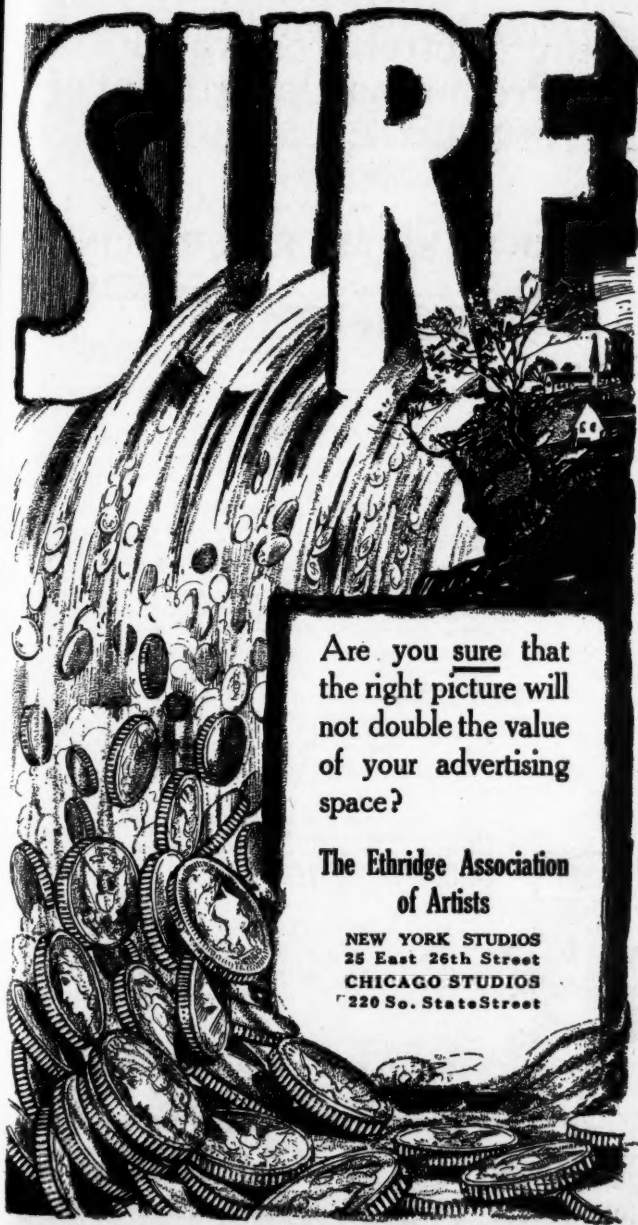
(7) To announce the birth of the new member of the Hotpoint family in a forceful and striking way.

Although from 67 to 87 per cent of the market is not immediately promising, it appears from the objects of the national campaign, as classified above, that the advertising is very much worth while and that the question of

waste circulation is not as serious as it at first seems. But the Hotpoint Electric Heating Company is not depending on the colored spread to do all the work. An elaborate system of dealer co-operation has been devised. Broad-sides, letters, proofs of the advertisements, booklets and promotion literature of all kinds has been showered on the trade. This matter has been prepared especially for this drive on the electric range. A twelve-page announcement book was sent to central stations, dealers and prospects, which is very interesting. In the main it is devoted to plans for the dealer to use in backing up the national advertising. Over a dozen sales-promoting methods are described. Various ways of conducting demonstrations are mentioned. Different contests are suggested. Lectures and how to give them are furnished. Plans for a simple but effective window display are given. Special "Elfie" Price Cards and "Elfie" Range Explanation Cards are offered. Cook's aprons and caps and a set of six demonstration cards covering the features of the range are tendered the dealer. A number of free newspaper electros are shown and a special free copy service is offered. Slogans for the distributor to use in getting up his own window cards are suggested. This is but a partial account of all the matter that the range dealer can draw on. The fund of ideas offered must prove very helpful to the distributor and inspire him to give the fullest co-operation to the advertiser.

Right here lies the explanation of the success of the Hotpoint company. Painstaking attention to details and a system that induces the Hotpoint distributor to do his best explains how this company has been able to accomplish so much on limited advertising and despite handicaps that would have discouraged many a larger concern.

G. Herbert Potter, for five years with the Curtis Publishing Company, Philadelphia, has become associated with the Eugene McGuckin Co., of the same city.



Are you sure that
the right picture will
not double the value
of your advertising
space?

**The Ethridge Association
of Artists**

NEW YORK STUDIOS
25 East 26th Street
CHICAGO STUDIOS
220 So. State Street

Another Letter from the Files of the Promotion Department of THE NORTH AMERICAN Philadelphia

NEW YORK

CHICAGO

MONTREAL

LONDON

AMERICAN SAFETY RAZOR CO., INC.



GENERAL OFFICES AND FACTORY · JOHNSON AND JAY STREETS
BROOKLYN NEW YORK

April 5th, 1916.

The Philadelphia North American,
Philadelphia, Pa.

Attention of Mr. G.C. Green.

Gentlemen:-

Of late we have been writing you many letters in conjunction with the development of our last two campaigns in your city, in which we thanked you from time to time for your attention.

However, these letters have always expressed very inadequately our appreciation.

Now that our Baseball Campaign has reached a successful climax, we desire first, to thank you for the Day and Night service rendered us and second, to state that your co-operation has left nothing to be desired.

It is needless to add the high regard in which we hold the value of your advertising columns, in that having granted the North American the bulk of space, is sufficient evidence in this direction.

Faithfully yours,

AMERICAN SAFETY RAZOR CO., INC.

JBGem/RB



Ever-Ready Radio Steel Blades are best.

**When You Think of Philadelphia—Ask
THE NORTH AMERICAN
The Oldest Daily Newspaper in America**

Now Be Sure to Read This One



HOWARD'S GOODS RECEIVED HIGHEST AWARDS AT THE PARIS EXPOSITION 1900

ALL GOODS ARE WARRANTED TO BE MADE FROM THE PUREST INGREDIENTS.



MANUFACTURER OF
TABLE DELICACIES AND CONDIMENTS

21 KINGSBURY AVENUE

BRADFORD, MASS.

March 23, 1916

GLADMAN WILSON HARBERT
HOWARD'S FRUIT SAUCE
HOWARD'S HORSERADISH MIXTURE
HOWARD'S SALAD DRESSING
OYSTER COCTAIL SAUCE
PURE JELLIES
AND OTHER TABLE DELICACIES

The North American
Broad & Sansom Streets
Philadelphia, Pa

Gentlemen:

In checking up the goods I have shipped to Philadelphia during the past year, I cannot refrain from dropping you a word of appreciation for the excellent business I did.

Two years ago I had distribution in only three stores in Philadelphia and my sales were practically nothing. That was about the time I began advertising with you.

Today I believe there is more Howard's Salad Dressing sold in Philadelphia than any other Brand and our distribution is well nigh perfect. This has all been accomplished without a salesman.

Outside of two or three brief visits I have made to Philadelphia, the results have been gained entirely from the small ads we have run in The North American.

I cannot help but feel that the same words of appreciation for this good work are due you as they would be due any of my salesmen who had served me as ably. You have in point of fact been my salesman to the trade as your readers furnished the "consumer demand" which gave me open sesame to the retailer.

Yours respectfully,

J. C. Howard

**When You Think of Philadelphia—Ask
THE NORTH AMERICAN
PHILADELPHIA**

347 Fifth Avenue
New York City

1843 Peoples Gas Building
Chicago, Illinois

Member Audit Bureau of Circulations

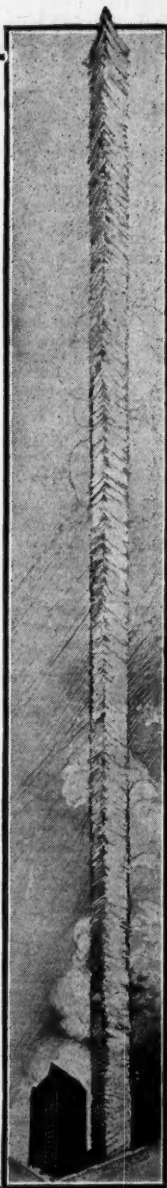
Ten Times the Height of Chicago's Tallest Building

If all the copies of a single day's issue of The Chicago Daily News were piled on top of one another they would make a pile over 4,000 feet high, or more than ten times the height of the Masonic Temple, Chicago's tallest building.

The Daily News sells over 400,000 papers every day, of which more than 375,000 are concentrated in Chicago and suburbs. The Daily News has a larger circulation in *Chicago and suburbs* by over 75,000 than any other newspaper, daily or Sunday. There are approximately 450,000 families in Chicago, so it can be readily seen that The Daily News reaches practically *every worth-while* family in the city.

Chicago merchants know the thoroughness with which The Daily News covers Chicago and buy more space in The Daily News six days a week than they buy in any other Chicago newspaper in seven days.

If you want to cover Chicago, follow their example.



Advertisers Tell How They Would Use Field Investigators

A Symposium from Well-known Firms

By James Melvin Lee

Director, Department of Journalism, New York University

FACTS, not theories, are wanted by advertisers. In the words of the city editor, "Get the facts!" This I have tried to do. In the preparation of this paper I sent a letter to more than one hundred advertisers distributed over many fields. Of the five questions asked in the letter I want to consider at this time only two.

QUESTION NUMBER ONE

"If you had at your disposal an investigator who was well qualified to 'dig' for helpful facts, at what leading tasks would you set him?"

I explained that by the question just given I meant, What specified advertising and marketing problems would the manufacturer put up to the investigator?

QUESTION NUMBER TWO

"What class of information has proved to you to be the most helpful in the past in enabling you to get results from your advertising?"

Before taking up some of the answers to these two questions I am going to pass along a very startling assertion recently made to me by J. M. Campbell, whose work with the Procter & Gamble Company is too well known to need comment. Here is his statement: *"Not one business house in a thousand knows the facts about its product—knows what there is about it that appeals to the public."*

"I happened to know of a very large manufacturer of a product which is used in a very considerable percentage of the homes of the United States. He has spent millions of dollars in advertising

the fact that this product has such and such a quality. A house-to-house investigation covering six hundred homes and an investigation through the mail covering over one thousand women brought to light the fact that only one person had been influenced by the repetition for the last twenty years of that special feature of this advertiser's advertising. On the other hand, eighty per cent of the women who answered our inquiry expressed themselves as wanting this particular advertiser to do such and such a thing, something which he was not doing and did not know his public wanted him to do."

If it be a fact that few manufacturers know what there is about their products that appeals to the public, it is also a fact, so far as the answers to Question Number One would indicate, that they know that they do not know. "Why do people buy my product?" is the research work that would be passed on to most investigators. "Why don't people buy my product?" is simply stating the problem in a little different form.

The Burroughs Adding Machine Company, of Detroit, has just finished a research covering a period of four months. Six men were in the field. Of this investigation the advertising manager, Edwin A. Walton, speaks as follows:

"Its object was to learn the attitude of mind of business men regarding the Burroughs machine. If the party called on owned a Burroughs we endeavored to find what were his main reasons for buying it. If he did not own a Burroughs, what were his reasons for not buying it. We found out what he thought of our machine in comparison with competing machines, whether our service was

Portion of address April 22 before the American Association of Teachers of Journalism, at the University of Kansas.

satisfactory or not, and a lot of other angles to the main theme, all of which we tabulated and condensed into a report that takes about six hours to read."

Just to emphasize again the importance of facts, this additional comment of Mr. Walton may be quoted:

"The advertiser who tries to imagine things from his swivel chair may be traveling the right way and may not. The only sure way that I know of is really to know the business from the outside. That in any large business means investigation by men who can get outside and look at the business through the eyes of prospects."

How to see a proposition from the other fellow's point of view—that is the question. Here is the way W. L. Agnew, advertising manager of the Hudson Motor Car Company, of Detroit, puts it: "The most important fact that an advertiser can get hold of is the attitude of the buyer and the influences that operate to mold his conviction that the article in question is the best one for him to purchase."

FINDING THE UNDEVELOPED MARKET

The assignment H. W. Ford, president of the Saxon Motor Company, of Detroit, would give to an investigator is as follows:

"I would have him try to find out how many people there are in this country who have not yet bought motorcars who are to-day able to buy them; also, an estimate of what number of people, on an average, would be added to this class each year owing to increase in population, wealth or for other causes; also, what publications would enable us to reach the largest number of these people at the least expense; also, what particular ideas concerning automobiles would most appeal to the largest number of prospective buyers; also, just what effect the advertising we are putting out, or might at any time put out, was having on the people."

The information that has most helped Mr. Ford is that which told the impression his advertising made upon the people to whom

it was directed. He adds: "The impression we think advertising makes is not always the impression it is actually making."

While Detroit is on the wire I will relay a part of an assignment by George L. Willman, of the Studebaker Corporation:

"What we need in investigation is an investigator who will give us an accurate, up-to-date, practical outline of business conditions by localities over the United States, these localities to be determined by natural merchandising centers."

Especially helpful to Mr. Willman have been the suggestions from his dealers about points which sold cars. Incidentally, to be specific, he is more interested to know what appropriation Kansas has made for good roads than he is to know about a bumper corn or wheat crop.

H. H. Franklin, of Syracuse, president of the company that makes the car bearing his name, thinks that a little real vision about what and how to advertise is more valuable than statistics, but admits that certain statistics make it possible to use this vision to greater advantage.

George Bliss McCallum, treasurer of the McCallum Hosiery Company, of Northampton, Mass., sends this assignment:

"Please go to the various department stores, high-grade woman-specialty shops and haberdashers, as a *bona-fide* customer ask for our goods and find out, if possible, why they are not carried under our brand, and, at those stores where they are carried under our brand, ask why they do. Try and discover how many people are inclined to ask at the hosiery counter for McCallum hose in a store using our goods, but under its own brand. Give us all the data you can which would make it possible for us to have our brand used to a larger extent in the more prominent stores of the country. In connection with this try and get as many of your friends, acquaintances and people whom you met casually to give you an idea of why they buy a branded article

SCRIBNER'S

A Soft, Muffled Scream



WHEN you see a distinguished name in Scribner's Magazine it is at the head of a contribution which would have been acceptable if it had been sent us by an obscure person. The custom of determining the merit of a story or of an article by itself and not by its author's reputation has been responsible, we believe, for the extremely generous comments on our fiction from the notable literary critics of the day.

—and the young American, putting electric lights into the palace of a Central African Nabob, looked down from his step-ladder into two most soulful, tantalizing brown eyes. But the rest of her olive-white face was hidden under a thin veil.

So you must read "In the Lions' Den" to find out who she was and what the Nabob saw when he switched on his new incandescents, a few evenings later, in his private little Oriental courtyard.

If you will send us your visiting card with your address upon it, the current number of Scribner's will be forwarded at once. A statement for \$3, for twelve numbers, will be rendered upon the first of the month.

CHARLES SCRIBNER'S SONS

599 FIFTH AVENUE

NEW YORK

of apparel, and if they are willing to accept the merchandise from any high-grade shop, even if they feel that some branded article they have used before was what they wanted and perfectly satisfactory."

One phase of Mr. McCallum's advertising should be noticed in passing. It is this, to quote his own words:

"We have almost continuously in our advertising refrained from showing unnecessarily the article which we are advertising, as there seemed to me to be an over-supply of leg-display in the various magazines without our adding to it, and that the observer would infer that if we dressed our women properly, attractively and in the styles of the moment, that that woman would be wearing silk hosiery."

"BLACK CAT" WOULD CULTIVATE DEALERS

H. J. Winsten, sales and advertising manager of Black Cat Hosiery, would say to his investigator:

"Interview the dealer with reference to his buying habits; with reference to his window-display policy; with reference to the attention he paid to literature that was sent out by our house; with reference to the manner in which he displayed our merchandise on his counter; with reference to the manner in which he instructed the help concerning Black Cat hosiery; with reference to his merchandising problems connected with the hosiery department; how many turn-overs he had per annum; what his odds and ends were—or left-overs—at the end of the year; the relative importance of his hosiery department compared with other departments in his establishment. I would ask him to stand by the counter, watch the young ladies sell hosiery and observe how many people, in a certain length of time, requested Black Cat hosiery; how many took Black Cat readily after being told that such was the hosiery recommended by the store. I would have the investigator make inquiry from the dealer and the

clerks as to the number of requests made for Black Cat by name—as compared with the number who 'accepted' Black Cat hosiery because it was a well-known, advertised brand.

"I would want the investigator to ascertain what the dealer's attitude toward national advertising was, how much he appreciated that the same was a help to him, whether he realized that our advertising was not a burden either upon the consumer or the dealer, but simply a part of our regular selling cost that, as a matter of fact, had been reduced through national advertising. I would have the investigator outline the subject of concentration on one brand, such as ours, as against several different brands, and get the dealer's point of view. I would find out from the dealer what he considered the most important things that the manufacturer could do for him as part of a large unit of dealers."

Mr. Winsten has made a valuable contribution to advertising. It is outlined briefly in his answer to Question Number Two:

"The most important information that we have received, that has enabled us to get results from our advertising, has been field work by the writer—among dealers, where he has found that advertisers were making a serious mistake in trying to prevail upon the dealer that our national advertising would drive many people into his store—and that his sales would increase thereby. We have now completely reversed our plans, and tell the dealer that it is up to him to sell it—by cashing in on what we term our consumer-acceptance."

I am simply stating facts when I say that several, in answering Question Two, said the consumer-acceptance idea had been unusually helpful to them in placing advertising. W. A. McDermid, sales and advertising manager of Gerhard Mennen Chemical Company, especially commends this "angle of consumer-acceptance as distinguished from consumer-demand, which has just been issued

(Continued on page 57)

PRINTERS' INK

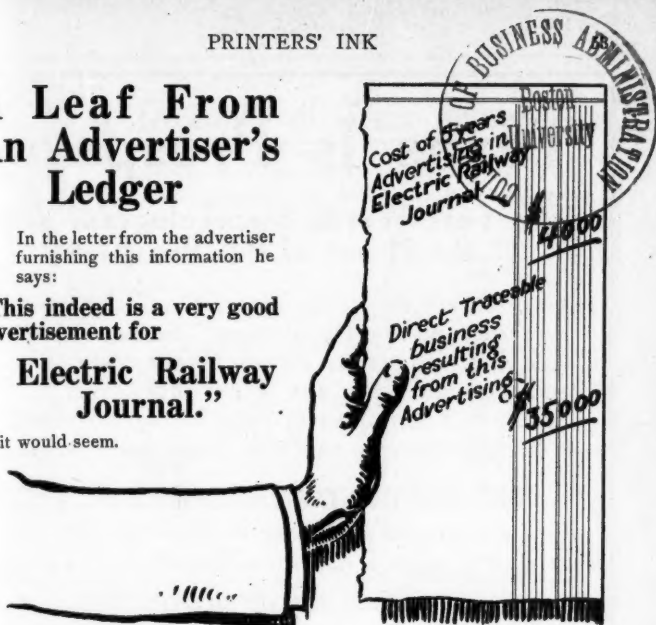
A Leaf From An Advertiser's Ledger

In the letter from the advertiser
furnishing this information he
says:

"This indeed is a very good
advertisement for

**Electric Railway
Journal."**

So it would seem.



In this advertiser's letter, in addition to the figures, there is given the names of the rail-ways who bought the equipment. No guess-work or theory about these results except that the advertiser says, after naming the buyers: "I believe there are some others, but these are the more prominent ones."

Here is no flash-in-the-pan evidence. It clearly shows the business-building value of *consistent, continuous* advertising in **ELECTRIC RAILWAY JOURNAL**.

We are not at liberty to use publicly the adver-tiser's letter, but anyone interested will be given full opportunity to verify the genui-ness and accuracy of these data.

McGraw Publishing Company, Inc.
239 West 39th Street, New York

Electric Railway Journal

Electrical World

Engineering Record

Metallurgical and Chemical Engineering

Members Audit Bureau of Circulations

Texas Is Prosperous

The Fort Worth Star-Telegram Covers the Heart of this Prosperity

More thoroughly than any other Daily newspaper—carries more Department Store Advertising, Clothing, Groceries, Banks, Automobile, Classified and Foreign than any other Fort Worth paper. Excess in Foreign advertising for 1914 and 1915 was 60%. Automobile excess for 1915 was 110%.

FORT WORTH STAR-TELEGRAM CIRCULATION LARGEST BY FAR IN FORT WORTH

As shown by statement filed with Postoffice Department on April 1st.

AVERAGE NET PAID FOR SIX MONTHS ENDING MARCH 31st, 1916

Daily and Sunday combined

Net paid.....40,948

DAILY AND SUNDAY SEPARATE

Net Paid Average for six months ending March 31st, 1916

	<i>Daily</i>	<i>Sunday</i>
Paid.....	40,586	43,562

Average Net Paid for first three months, 1916

	<i>Daily</i>	<i>Sunday</i>
Paid.....	41,891	44,969

Average Net Paid for month of March, 1916

	<i>Daily</i>	<i>Sunday</i>
Paid.....	43,932	46,895

Star-Telegram circulation is obtained without the aid of contests, premiums or other forced methods

GAIN IN NET PAID CIRCULATION

Since last Government Statement October 1, 1915

4,716

**Include the Fort Worth Star-Telegram in Your Next List
THE SECOND PAPER IN TEXAS**

LOUIS J. WORTHAM, *President*
AMON G. CARTER, *Vice-Pres. and Gen'l Mgr.*
Member A. B. C.



Circulation of Texas Newspapers

As shown by statements made to the Government on April 1, 1916, showing increase or decrease during the past six months

Rank		Change in Six Months		Loss
		Circulation	Gain	
1	Dallas newspaper	49,464	418	
2	Fort Worth Star-Telegram	40,948	4,718	
3	Houston newspaper	38,961	1,069	
4	Dallas newspaper	36,688		899
5	Fort Worth newspaper	35,312	434	
6	Dallas newspaper	32,561	1,058	
7	Houston newspaper	30,103	1,393	
8	Dallas newspaper	23,494	570	
9	San Antonio newspaper	23,076	769	
10	San Antonio newspaper	19,690	162	
11	El Paso newspaper	18,704	214	
12	Beaumont newspaper	15,382	282	
13	Galveston newspaper	12,178		1,792
14	Austin newspaper	10,624	498	
15	Galveston newspaper	8,193		649
16	Waco newspaper	6,009		8
17	Waco newspaper	5,464	71	
18	Temple newspaper	4,561		263

The above figures do not include the statements of the El Paso Times and Austin American, which have not been received up to this time.

These statements show that The Star-Telegram gained more than three times as much circulation during the past six months as any other daily newspaper in the State of Texas; in other words, the gain of The Star-Telegram alone was more than the gain of any other four papers combined as shown above.

No Premiums or Contests are used.

GROWTH OF STAR-TELEGRAM

Daily and Sunday Average Net Paid

Fort Worth Telegram for	16,087
year 1908	17,002
Fort Worth Star-Telegram for	18,505
year 1909	20,264
Fort Worth Star-Telegram for	24,629
year 1910	28,305
Fort Worth Star-Telegram for	31,004
year 1911	36,575
Fort Worth Star-Telegram for	
year 1912	
Fort Worth Star-Telegram for	
year 1913	
Fort Worth Star-Telegram for	
year 1914	
Fort Worth Star-Telegram for	
year 1915	

Fort Worth Star-Telegram	Daily	Sunday
for first three months,	41,891	44,969
1916		
Fort Worth Star-Telegram	43,932	46,895
for month of March,		
1916		

The above figures include NET PAID circulation only and eliminate all unpaid circulation.

Include the Fort Worth Star-Telegram in Your Next List
THE SECOND PAPER IN TEXAS

LOUIS J. WORTHAM, *President*
 AMON G. CARTER, *Vice-Pres. and Gen'l Mgr.*
 Member A. B. C.

The First Three Months 1916 vs. 1915

The following figures show the *Increases* and *Decreases* in Display Advertising published by the Cleveland newspapers for Cleveland Merchants during January, February, and March 1916, as compared with the same three months in 1915.

EVENING NEWSPAPERS

GAINED

The News . . . 141,022 lines or 18%
The other Evening Newspaper 115,122 lines or 9%

MORNING NEWSPAPERS

GAINED

The Leader . . 23,548 lines or 7%

LOST

The other Morning Newspaper 73,878 lines or 10%

SUNDAY NEWSPAPERS

GAINED

The Leader . . 52,948 lines or 17%

LOST

The other Sunday Newspaper 16,254 lines or 3%

In consideration of the fact that there were 29 days in February this year and only 28 days last year—and in justice to the Morning Newspapers, the above figures include only 28 days for February this year vs. 28 days last year. However, on the extra day this year, Tuesday, February 29, as compared with the same day, Tuesday, March 2—last year, the Cleveland Newspapers made the following Increases or Decreases in Local Display Advertising for Cleveland Merchants. News gained 2716 lines—the other evening paper gained 1260 lines—Leader gained 616 lines—the other morning newspaper lost 266 lines.

Member of the A. B. C.

The Cleveland Leader CLEVELAND, OHIO The Cleveland News

Foreign Advertising
Representative

Lawrence Beane

Inc.

250 FIFTH AVENUE
NEW YORK

Mallers Building, Chicago, Ill.

Kresge Building, Detroit.

201 Devonshire St., Boston, Mass.

in circular form by H. J. Winsten."

Without detracting from any of the honor that belongs to Mr. Winsten, I am again simply stating a fact when I assert that other advertisers have made discoveries of a somewhat similar character. R. P. Spencer, sales manager of the American Optical Company, writes:

"In my first experience with advertising I made the error, which is common to many, of presuming that spending a certain amount of money in magazines, getting out a big, flaring folder telling the dealer all about it, would make him enthusiastic enough to result in his pushing the goods. Years of experience on the road selling the dealers, jobbers and manufacturers and a good deal of actual retail experience behind the counter have proved to me the fallacy of advertising along those lines."

SALESMEN ARE HIS INVESTIGATORS

To supplement these words I have but to quote two paragraphs from a letter Mr. Spencer once wrote to a salesman:

"The sweetest kind of grand opera to the dealer's ear is the tinkle of his cash-register bell. Show him how to play tunes on his cash-register and he will be your friend for life. Don't get into the habit of saying to the dealer, 'We do this for you and we do that for you,' for the dealer doesn't care a continental about us unless we put money into his pocket. When you talk to the dealer, say 'YOU.' Tell him, 'YOU will get the benefit of this, this is YOUR advertising, YOUR interests come first, etc.' Let us all try to be better music-teachers in showing our customers how to play tunes on their cash-register."

"Too many salesmen consider goods sold when they reach the dealer's shelves. You must think of these goods as simply being there on consignment—that they are not sold until they are in the hands of satisfied consumers. When the goods are in and the dealer has his window trimmed, his store fixed up in good shape

and his advertising started, the real work has just commenced. Success or failure depends upon this critical time, and unless you are able to advise the dealer judiciously, he is likely to be skeptical of all of our advertising and sales efforts. Your work is not simply to sell goods to the dealer. Your real work is to help to sell them for him. You must not expect too much of the average merchant, for if he were a John Wanamaker or a Marshall Field he would not be doing business in a small store. You must help him to become a better merchant and look at advertising and merchandising in a broader-minded way. Don't think of his business simply as it applies to what we sell him; look at it from the standpoint that if you help him to increase his entire business, your business with him is bound to increase. This is, you might say, high-minded selfishness. If you know anything that will help the dealer to increase the efficiency of his selling by taking advantage of our advertising, be sure and tell the dealer, and at the same time tell us, for we want to spread the knowledge."

It is interesting to note that Mr. Spencer is actually going to give to an investigator this assignment:

"I intend to make arrangements with a trained investigator to secure important facts which will enable us to plan a comprehensive sales-advertising campaign. In the first place, he will arrange with schools, factories, stores—in short, business institutions where work varies—to find out, first, how many people are actually wearing glasses at the present time. Second, how many people should have glasses. Third, whether applicants for positions in these places have to pass any eyesight test or answer any questions in regard to it. Fourth, whether an oculist is regularly employed to test the sight of the employees in the same way as most concerns have a doctor to look after the physical welfare of their employees. Fifth, to find out from wearers of glasses

whether they have been influenced by advertising to ask by name for any particular kind of frame, mounting or lens. Sixth, to find out the percentage of people who have their eyes examined by an oculist and then take the prescription to an optician, and the percentage of people who have their eyes examined by an optometrist, who both examines the eyes and furnishes glasses. Seventh, to ascertain the percentage of people who are imprudent enough to take a chance on their eyesight by buying glasses from the five-and-ten-cent stores, fakirs, etc., without having their eyes examined by someone competent to do the work scientifically. Seventh, to find out from the oculists, optometrists and opticians what trade-papers and scientific magazines they read, so as to make a tabulation by percentages of those which are most popular and the leading features of these magazines. Eighth, to secure information as to how much advertising is done by the oculists, optometrists and opticians, and the division of expenditure according to the kinds used and the usefulness of each kind. Ninth, to find out the source of supply of the oculists, optometrists and opticians, so that we may secure percentages as to which jobbers are the most popular and the reasons for their popularity. Tenth, investigation to be made with the optical jobbers to find out territories covered, selling methods pursued, advertising, etc.

"Along this line I have a list of about 500 or 600 questions which I call the 'symptom' blank, and which was gotten up originally to size up our own manufacturing proposition."

In exchange for courtesies I must pass along to the University of Kansas the following words from J. M. Anderson, vice-president and manager of the Way Sagless Spring Company, of Minneapolis:

"Kansas University draws its students largely from the agricultural districts of the West, and the constituency of that university is scared to death by mail-order

competition. In fact, the inroads of the mail-order house have led the merchants of the smaller towns and cities into the mistaken policy of price-inducement to the neglect of quality. Most merchants outside of the large cities have the mistaken notion that the public wants cheap goods because the mail-order house originally made its appeal on low prices. Now, this situation has had a very fundamental influence on the Western merchant as a class, and it is only recently that he has begun to wake up to the fact that people, after all, don't want junk and will pay for quality if quality is properly emphasized."

What would Mr. Anderson say to an investigator? Let him tell:

"Go to the furniture trade who buy our product, and go incognito, to learn two things: first, and of very chiefest importance, the mental attitude of the customers to whom we hope to sell, their prejudices and preconceptions that perhaps must be changed or removed, their methods that must be corrected, the particular kind of co-operation and service required to meet their problems, the purchasing power of their customers, the nature of the industries from which their customers draw their daily wage, the nationality or type of citizenship of these customers. All of these facts will have a very direct bearing both on the quality and type of merchandise to be offered and on the method and extent of co-operation to be given the dealer.

INFORMATION ABOUT COMPETITORS

"Then, second, we will ask you to report on how our competitors have met the above situation, what co-operation our competitors have given, if any; what type and quality of goods they have already placed on sale, what prices they have charged the dealer and what prices the dealer has charged the public, what margins of profit to the dealer have been accepted as satisfactory on a given line of merchandise. In short, to what extent, if at all, competing manufacturers have used the facts in hand to solve the whole merchant-

Friday April 21, 1916
the Boston American
printed more paid
advertising than on
any other week day
in its history.

This record was made in spite
of the fact that the Boston
American is rejecting all ad-
vertising of whiskey and other
ardent liquors and the adver-
tising of medicinal prepara-
tions containing opiates or
alcohol in habit forming
quantities.

BOSTON AMERICAN

80-82 SUMMER ST., BOSTON, MASS.

Member Audit Bureau of Circulations

New York Office
1739 Broadway

Chicago Office
504 Hearst Building



An Essential Part of His National Campaign

There is enough in this letter from Mr. Shuey to satisfy any manufacturer that space in "Association Men" pays a good dividend.

READ IT—

Dayton, Ohio, October 18, 1915

Mr. F. A. Wilson-Lawrenson
124 East 28th St., N. Y. City

Dear Mr. Lawrenson:—

You will be interested I think in knowing that our experience with our advertising in Association Men has been very satisfactory.

While our sales are largely made through dealer-agents who do not always report the details of their business, yet we know that they have received very considerable business from local Associations because of our advertising. In addition we have had the pleasure of giving direct assistance to many Associations in planning their finishing, which in itself brought much special business.

Our copy has been directed primarily to Association officials, yet inquiries have frequently come from individual readers, showing their interest.

We regard Association Men as an essential part of our national campaign, helping us to reach all classes of users of our products.

Yours respectfully,

THE LOWE BROTHERS CO.
E. L. Shuey, Adm. Director

A growth of 400 pages of advertising during the past five years proves that other manufacturers agree with Mr. Shuey.

ASSOCIATION MEN

F. A. WILSON-LAWRENSON
Business Manager

124 East 28th St.

New York City

HARLEY L. WARD, Western Representative,
19 So. La Salle Street - Chicago, Ill.

dising problem in a given locality."

Mr. Anderson adds that his entire sales and advertising plans have been built on the assumption that the dealer can get closer to neighbors and customers than he can, and that to stimulate the dealer to intensive effort is the first and chief result sought in a national advertising campaign. In saying this he did not lose sight of the fact that general publicity is of extreme value.

To Ralph E. Conder, advertising manager of the Boston Woven Hose and Rubber Company, the most interesting question is that of "quality of circulation."

"There is," says Mr. Conder, "a great deal of talk about circulation values—whether or not the figures given out by different publications are correct to the best of the publisher's knowledge, etc. Now, I do not question this nearly as much as I do what percentage of the people who take the magazine and pay for it really want the paper—really look for it, are glad to see it and read it when it comes. Now this may seem to you a small matter in comparison with the subjects which are engaging the attention of advertising men the country over, but I believe a little explanation will show you that it is in reality a big subject."

INTIMATE FACTS WANTED ON PROD- UCT'S PERFORMANCE

With Detroit again on the wire let me repeat a message from F. G. Eastman, advertising manager of the Packard Motor Car Company: "If we had at our disposal an additional investigator we probably would put him at work digging up facts about performance and operation costs of Packard motor trucks. We have found that definite data of the character referred to above are the most convincing copy for truck advertising." A side issue is given by Mr. Eastman: "What is the influence of women in deciding the selection of cars?"

Not only in automobiles, but also in other lines, advertisers are asking similar questions. For ex-

ample, H. W. Dunphee, advertising manager of the President Suspender Company, of Shirley, Mass., wants to know "Do women buy the suspenders for their men folks?"

William H. Ingersoll, marketing manager of the "watch that made the dollar famous," gives in his assignment a number of problems for special research:

"If I had an investigator to get helpful facts I would have him find out, if possible, whether a full-page advertisement was worth twice as much as a half page, particularly if one happened to get an upper half of a page in a magazine. Also, I would have him find out whether an advertisement that appeared on a page with reading-matter was more effective than one in the advertising section of a magazine. Also, I would have him ascertain for me, if possible, under what conditions newspapers should be used as distinguished from magazines or billboards or street-car space. I would have him observe in the street-cars the percentage of people who read the advertising. Also, I would give him the one big task of finding out whether advertising increased or decreased the cost of distributing goods in general and what the exceptions were."

Here is the way W. A. Briggs, advertising manager of the Aetna Life Insurance Company, "insures" his copy:

"During the past ten years, since I have been in this business, I have talked with many men who have worked on insurance advertising, and it seems to be the consensus of opinion that advertisements having a heart-throb appeal are the best. Show a man with pictures just how desirable insurance is—let him see what happens to the other fellow and the other fellow's wife and children when a man has left insurance (and also when he has not). I think the old days of talking duty are past. Men do not want to be told what they ought to do; they want to be shown how desirable it is to leave an estate."

R. E. Fowler, of the Butterick Publishing Company and formerly of the Printz-Biederman Company, of Cleveland, O., suggests the following test for copy: "I am an old retail man, and after leaving retailing and engaging in manufacturing, I tried to test each campaign by asking myself this question, 'Would you have taken advantage of this offer when you were engaged in the retail?' and if I could not conscientiously answer in the affirmative the idea was killed."

Sigmund Fieux, sales manager of Runkel chocolate and cocoa preparations, says: "An investigator's work would have first to do with merchandising which is a previous stage to advertising. His work would involve the division of territory for our product into practical territory and that of lesser importance or impractical territory."

Space prevents my quoting in detail from other replies to inquiries. I can only outline some of the specific tasks for individual investigators.

George S. Parker, of the "Lucky Curve" fame in fountain pens, would have an investigator find the reason why more dealers do not realize the potential force of the advertising done for their particular benefit. "Some dealers," says Mr. Parker, "really feel that there is no particular demand for any particular standard article unless the person who desires to buy it is almost ready to use physical force in order to get the dealer to put it in stock." The information that not only is the best, but also is the most trustworthy on the subject of his advertising comes from the small country dealer. Such information is the freest from adulteration, he thinks.

E. H. Broadwell, the vice-president who supervises the advertising of Fisk tires would have his research man get detailed facts to answer questions about markets, circulations, cost per circulation, reason-why copy versus publicity, print work versus bill posting, etc. He has found that it is better to talk convincingly to the readers of one medium than half-hearted-

ly to the readers of half a dozen.

H. S. Dudley, manager of the publicity department of The Atlas Portland Cement Company, writes: "My assignment to the investigator would be a study of the increase of population in the one hundred largest cities in the territory covered by this company in relation to the dollars and cents amount of (a) building permits issued; (b) building contracts actually let. A study of increase in rural wealth per capita; increase in rural population in relation to the consumption of building material of all classes in the rural communities."

HOW MARKET MIGHT BE ANALYZED FOR ENGINEERING PRODUCT

Arthur F. King, advertising manager of the Marion Steam Shovel Company, of Marion, Ohio, outlines his assignment thus:

"(a) What lines of business not now using excavating machinery are potential users?"

"(b) What facts and what appeal will best convince for us those who already use such machinery?"

"(c) Is it possible to reach each of these two classes efficiently through the mails?"

(1) If so, how often should mail be sent?

(2) How should the matter be gotten up?

"(d) What media best reach these two classes?"

(1) What kind of copy should be used?

(2) What sized space should be used?

"(e) What is the current thought on excavating machinery, especially ours, among users and those covered by Question 'a'?"

H. G. Clopper, sales manager of The New Jersey Zinc Company, answers question one: "Percentage of wooden buildings in the various sections of the United States; approximate annual consumption of paint in each; percentage of white and light tints consumed in each; percentage of occupancy by owners; percentage of consumption of prepared paints; practices of painters in the various sections as to use of zinc." The results of field exposure tests

The circulation of the

Philadelphia Bulletin

has now passed four hundred thousand
copies a day

Net paid daily average for March

408,070 copies
a day

These were distributed:

In The City of Philadelphia and Camden,	308,987
In the Suburban District (within 40 miles)	64,404
Outside Suburban District	34,679

Less than 6000 copies of The Bulletin are
sold beyond 100 miles of Philadelphia

408,070

(Net paid circulation for March, 1915: 353,855 copies a day)

MORE than a million and a quarter people residing in the homes, in which The Philadelphia Bulletin is read each day, comprise the great majority of the entire population of Philadelphia and suburbs — representing the third largest market in the United States.

YOU can deliver your selling message to nearly every home in and around Philadelphia through The Bulletin at one cost. You can reach the greatest number of possible consumers in this market each day in the one newspaper which is read in nearly every Philadelphia home.

The Bulletin circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN
Publisher

Philadelphia, April 5, 1916

Among the towns included in the Suburban and Country Districts are:

Allentown, Pa.	Tamaqua, Pa.
Bethlehem, Pa.	Wayne, Pa.
Bristol, Pa.	West Chester, Pa.
Carlisle, Pa.	Wilkes-Barre, Pa.
Chester, Pa.	York, Pa.
Coatesville, Pa.	Atlantic City, N. J.
Columbia, Pa.	Bordentown, N. J.
Conshohocken, Pa.	Bridgeton, N. J.
Downingtown, Pa.	Burlington, N. J.
Doylestown, Pa.	Cape May, N. J.
Easton, Pa.	Glassboro, N. J.
Harrisburg, Pa.	Hammonton, N. J.
Jenkintown, Pa.	Lambertville, N. J.
Lancaster, Pa.	Millville, N. J.
Lansdale, Pa.	Mt. Holly, N. J.
Lansdowne, Pa.	Ocean City, N. J.
Lebanon, Pa.	Penns Grove, N. J.
Mahanoy City, Pa.	Salem, N. J.
Media, Pa.	Trenton, N. J.
Mt. Carmel, Pa.	Vineland, N. J.
New Hope, Pa.	Wildwood, N. J.
Norristown, Pa.	Woodbury, N. J.
Phoenixville, Pa.	Dover, Del.
Pottstown, Pa.	Millford, Del.
Quakertown, Pa.	Wilmington, Del.
Reading, Pa.	Cambridge, Md.
Shamokin, Pa.	Centerville, Md.
Shenandoah, Pa.	Easton, Md.
Sunbury, Pa.	Salisbury, Md.

of various types of paint have been of great assistance to Mr. Clopper.

C. L. Collette, advertising manager of the Kewanee (Ill.) Boiler Company, answers question one by asking these:

"What general magazines are read by the people who buy our products? What publications do the leading architects read? What publications do the leading heating contractors read? What newspapers are chiefly read by building owners?" The most effective advertising was done when a specific instance in which Kewanee Smokeless Boilers saved a certain quantity of money was mentioned.

One advertiser, never mind his name, he is one of the biggest in his field, uses this sentence:

"We would also want such an investigator to call upon farmers who are using our machines and farmers who are not using our machines and find out what particular features of a cream separator are considered of greatest importance by the farmer and, as far as possible, what sales or advertising argument induced him to purchase his machine."

J. B. Cowen, sales manager of the R. E. Taylor Corporation, would "assign a reporter to ascertain as nearly as possible how many manufacturers and merchants in each line do advertise and to what extent, to get an idea of the value attached by American business men to publicity of their wares as an incentive to trade."

INVESTIGATOR WOULD GO TO ULTIMATE CONSUMER

Henry Dumont, of the Pacific Coast Borax Company, gives this job to a research man: "I would set him at the task of ascertaining something about the conditions surrounding the life in the smaller towns and rural districts, particularly as regards the methods employed in household sanitation with a view to determining the possible market for 20 Mule Team Borax products. I would have him report on the retail merchant who caters to that trade, as to what his stock is along that line, and what is his best seller. I

would also get from him an expression as to what is the best method of advertising to his trade."

A bit of research work that proved profitable is mentioned by Mr. Dumont: "At one time we had secured through the newspaper publishers in a number of the smaller towns throughout the country analyses of the water supplies of the various localities, and where we found the water was exceptionally hard, we advertised the use of borax for softening the water. This brought results."

I'll leave these opinions "on the table," unsorted and with no attempt to draw conclusions. Each person, given the raw material of facts like these, can convert them better than I can into such form as will best serve his own particular purposes.

Red Roosters' Jollification

The Red Roosters of America, an association of advertising men, gave their annual dinner in honor of the ladies at the Hotel La Salle, Chicago, on the evening of April 15. Prior to the banquet, initiation ceremonies were held, Wilbur D. Nesbit, vice-president of the Mabin Advertising Company; Hiram Moe Greene, editor of *Woman's World*; Henry Schott, advertising manager for Montgomery Ward & Co., and William L. Rothaker, manager of the Industrial Film Company, being the new members admitted.

The dinner was presided over by William H. Rankin.

The features of the evening were the toast to the ladies by Samuel Ellsworth Kiser; "The Ravings of John McCullough," by Louis Bruch, assisted by Mac Martin, of Minneapolis, and a playlet by Hiram Moe Greene. In addition to the others who made speeches and did stunts, each of the new members was required to address the gathering.

The dinner and speech making were followed by dancing.

New York Agencies Combine

The Hugh M. Smith Company and J. D. Barnhill, Inc., New York advertising agencies, have been merged into one organization under the latter name. The officers of the consolidated company are J. D. Barnhill, president; Hugh M. Smith, vice-president, and Clayton DuBosque, secretary and treasurer.

Death of J. C. Moss

J. C. Moss, president of the Moss-Chase Company, a Buffalo, N. Y., advertising agency, died April 24, after an illness that has confined him to his home for over a year.

Poster Advertising

A poster can either be a bald announcement or fully depict an illustrated story.

—but when the big poster is used to back up a general advertising campaign it multiplies the effect without increasing the appropriation.

16 years exclusively in Poster advertising can help.

American Poster Co., Inc.

DONALD G. ROSS, President
S. J. HAMILTON, Treasurer

110 W. 40th Street, New York City

Official Solicitors for
POSTER ADVERTISING ASSOCIATION

PRINTERS' INK

FOR LENT

SKINNER'S

SPAGHETTI

THE VERY HIGHEST QUALITY

POSTER ADVERTISING SERVICE

Timeliness

Timeliness

THE great advantage of timeliness can be applied to Poster Advertising as to all other publicity, with this difference—that the size and conspicuousness of the poster make it, as a timely reminder, more powerful than any other announcement.

To take advantage of a season, an occasion, an event of any kind, it is even more necessary to strike hard than when a campaign is for an extended period.

This SKINNER SPAGHETTI Poster illustrates the idea. Nothing could tie up to the lenten season more powerfully. Everybody gets the message full strength — immediately the poster appears.

Write for estimates.

Poster Advertising Association

1620 Steger Bldg.
CHICAGO, ILL.

OFFICIAL SOLICITORS:

C. R. ATCHISON

POSTER SELLING CO.

722 Chestnut Street, St. Louis, Mo.
THE A. DE MONTLUZIN ADVERTISING CO., 1132 Union Trust Bldg., Cincinnati, O.

GEORGE ENOS THROOP, Inc.

Atlanta, Ga.

IVAN B. NORDHEM CO.

A. M. BRIGGS CO.

AMERICAN POSTER CO., Inc.
8th Floor, Tower Building, Chicago, Ill.

Marbridge Building, New York; Pittsburgh: Chicago
Peoples Gas Building, Chicago, Ill.
110 W. 40th St., New York City

PRINTERS' INK



**DETROIT
CMGCO**

Advertising

*Good Product, Sane Management
Good Advertising*



have made this truck mark one of the best known trade names in the whole motor truck industry. The backing of the great General Motors Company, sane and efficient management, and a strong selling organization have made this the *largest exclusive truck factory in the world.*

The sales department says *good advertising* has been an effective help. We are glad to name the General Motors Truck Company as one of our clients.

THE CARL M. GREEN CO.

Advertising Agents

SALES DEVELOPMENT THROUGH ADVERTISING

Free Press Building
Phone Main 5490

A. & P.'s Frontal Attack on Cream of Wheat

Atlantic & Pacific Tea Company Puts Out Private Brand Declared to Be the Same Identical Product—Posts Notices in Stores Telling "Why We Do Not Sell Cream of Wheat"

THE Great Atlantic and Pacific Tea Company, having failed to compel the Cream of Wheat Company to deal with it by recourse to the anti-trust laws, is now putting out its own private branded product which it declares "is the very same thing which the Cream of Wheat Company sells as Cream of Wheat." That unequivocal statement, which is in effect a frontal attack upon the advertised product, is based upon the Cream of Wheat Company's answer to the Tea Company's anti-trust suit last summer in which it was declared that Cream of Wheat was really nothing more than "purified middlings," and that any manufacturer who chose to exercise equal care in the selection of middlings could produce an identical product. The Cream of Wheat Company it was declared (and the court so held in the well-known opinion of Judge Hough) used less than one per cent of the available supply of middlings, and that the only monopoly it possessed was the perfectly legitimate monopoly of the use of the name "Cream of Wheat."

The latest move of the Tea Company takes the form of a notice conspicuously posted in its stores, and headed "Why we DO NOT sell Cream of Wheat." The text of the notice is as follows:

"For years we have been buying Cream of Wheat from the Cream of Wheat Company, selling it in our stores at a price that enabled us to make a satisfactory profit.

"The Cream of Wheat Company took exception to the price for which we were selling it in our stores (12c) and would not do any further business with us direct.

"We have therefore decided to

discontinue the sale of their merchandise and have placed on the market Grandmother's Wheat Farina, a product known as purified middlings.

"The Cream of Wheat Company claim that Cream of Wheat is nothing else than purified middlings, of which they sell less than 1 per cent of the entire output, and that anyone can buy the same product providing they are as careful in their selection as the Cream of Wheat Company are in theirs.

"We have exercised every care in the selection of the purified middlings that we are selling under the name of Grandmother's Wheat Farina, not a substitute, but as the very same thing which the Cream of Wheat Company sell as Cream of Wheat.

TELLS WHY PRICE IS LOW

"Our price is only 10c a package; the net contents is one pound and 12 ounces, and the same weight as Cream of Wheat.

"The reason why we can sell our product net for 10c, while we sold Cream of Wheat for 12c (the manufacturers wanted us to sell it for 14c) is because the economy organization which we have developed enables us to sell goods at a smaller profit than any other grocer in the world.

"The money we save by our up-to-date organization we give to the consumer, and this the Cream of Wheat Company endeavored to prevent our doing in the sale of their product. We believe it is unreasonable that this company should require us to sell their goods at a higher price than we consider necessary.

"It is the duty of every housewife to give our Grandmother's Wheat Farina a fair trial, if for no other reason than to discourage the idea of manufacturers that they can control the retail price of their product.

"We guarantee that you will be pleased with Grandmother's Wheat Farina, that you will find it to be the equal of Cream of Wheat, and if you do not, bring the package back and we will gladly refund you the entire pur-

chase money, no matter if you have used one-quarter or one-third of the product."

The Cream of Wheat Company already has several Federal Court suits pending against retailers in Los Angeles and vicinity, who have been serving their customers with bulk middlings when Cream of Wheat was called for. Some of these dealers have even gone so far as to advertise Cream of Wheat in bulk. What action, if any, the company will take against the Great Atlantic & Pacific Tea Company has not been announced.

Mail-Order Liquor Business Will Boom

After September 16, when Ontario's prohibition law goes into effect, all saloon, club and liquor-store licenses will be cancelled. There will be, however, no restriction on purchases being made outside the Province by individuals for home or personal use. Some liquor firms are now arranging to advertise a mail-order business from Montreal, in the Province of Quebec.

Kansas City Protective Bureau Active

G. M. Husser, for five years director of promotion for the Kansas City Y. M. C. A., previously four years in similar work at Spokane, has been engaged to handle the constructive and corrective work of the Advertisers Protective Bureau of the Kansas City Advertising Club.

H. D. Kresge With Toronto Manufacturer

Homer D. Kresge, for the past two and one-half years in the Agent's Promotion Department of the Crowell Publishing Company, and prior to that with the Curtis Publishing Company, has been appointed advertising manager of the R. S. Williams & Sons Company, Limited, Toronto.

Haynes Leaves American Gas Machine Company

James I. Haynes, for two years at the head of the advertising department of the American Gas Machine Company, Albert Lea, Minn., has become advertising director for Griggs, Cooper & Co. and the Sanitary Food Manufacturing Company, both of St. Paul.

R. E. Huntington Joins Babson

On May 1, Raymond E. Huntington, for eleven years with The Alden Speare's Sons Company, Boston, joins the staff of the Babson Statistical Organization at Wellesley Hills, Mass.

Quaker Oats Company Not an Illegal Combination

The Government's Sherman-law case against the Quaker Oats Company, alleging a combination in restraint of trade through acquisition of two plants of the Great Western Cereal Company, was decided in favor of the defendant, April 31.

The decision was rendered by judges of the United States Circuit Court of Appeals at Chicago, sitting as a District Court. Although the Government alleged that the combination gave the company control of 90 per cent of the rolled-oats business of the country, a majority of the court decided that no illegal conspiracy was shown. Judge Aischuler dissented on the ground that although only two of the plants of the Great Western were sold to the Quaker Oats Company, all of their trade-marks, good will, advertising and trade secrets were transferred to the Quaker Oats Company.

Munitions a Small Factor for General Electric

Munition orders booked by the General Electric Company in 1915 amounted to \$3,980,000, according to the president's annual report to the stockholders. Exclusive of this business, the value of the orders for electrical apparatus and supplies entered in 1915 was \$98,385,891, an increase of 17 per cent over the previous year.

Total net income for the year was \$12,807,996. After payment of interest and dividends, there was carried forward to surplus \$3,607,992, making a total surplus of \$23,692,781 at the end of the year.

As in previous years, patents, franchises and good will were carried in the balance sheet at \$1.

J. O. Little With Rogers & Co. in New York

J. O. Little, for the past two years in charge of the Pittsburgh office of Rogers & Co., New York printers, has joined the New York force as head of the service department. He was connected with the Westinghouse Company for a number of years prior to his association with Rogers & Co.

Misselhorn With Dexter Folder Company

O. Fred Misselhorn is now assistant to the advertising manager of the Dexter Folder Company, New York. He was formerly with the McGraw Publishing Company for one and a half years and recently with the Cheltenham Advertising Agency for a short period.

Joins Detroit Agency

Carrie E. Mitchell has joined the copy department of the Carl S. von Poettgen Advertising Agency of Detroit. She will specialize in the handling of local business.



WE are content to let those to whom sales are the all-in-all, strive for sales, and sales alone.

Our experience leads us to build reputation first for our clients; for we know that sales are bound to follow as rapidly as advertising for a worthy product creates conviction in the public mind.

ERWIN & WASEY COMPANY
ADVERTISING

CHICAGO

DETROIT

Demand for Perishable Commodity Quickenened by Advertising

How Canadian Growers Broadened Market for Fruit by Timely Use of Newspapers

IN the spring of the year 1915 the fruit-growers of the Niagara Peninsula, in Ontario, Canada, were faced with a serious problem. Conditions were favorable for a full crop of cherries, peaches and plums; but the prospects of marketing the crop were not promising.

The war had created a situation that made transportation difficulties most difficult. In former years many of the finest Niagara peaches had been taken by the English market. It might still be possible to get the fruit as far as Montreal, but ocean facilities were simply not obtainable.

Conditions in the home market were not much better. People had not then, as they have now, adapted themselves to the altered circumstances. There was a feeling of uncertainty regarding the effect of the war on the commercial and industrial life of the Dominion. As fruit is considered by many to be a luxury, it was generally supposed that less would be purchased.

A full crop and a restricted market was the prospect that presented itself to the growers, when some of the more progressive members of the association suggested advertising. This did not meet with universal approval. To many it seemed absurd to advertise fruit. It was argued that every person knew about fruit, would buy all he could afford or desired and that there was nothing to be said that would induce a greater consumption. On the other hand, the Dominion government had spent a large sum advertising apples during the previous year and, while it had cost over fifteen cents each to distribute a quantity of booklets, not including the cost of paper or printing, the increased consumption of apples had justified the expenditure.

A limited number of the grow-

ers finally made up a modest appropriation and decided to try the experiment. It was impossible to use large space, as the funds did not permit of it. There was an effort, however, to tell the public something about Niagara-grown fruit. It was soon learned that people did *not* know which were the best varieties of each fruit for canning and which the best for table use. This information was given in the form of one-inch, single-column bulletins; also advance news as to when these varieties would be at their best and cheapest. The following are samples of the advertisements inserted in newspapers just before the fruit advertised reached its prime:

FRUIT BULLETIN

Buy your cherries now: White, Black, Red Sour, all Niagara Peninsula grown, are now most plentiful. The Red Sour is the par excellence for preserving. Have your grocer secure your needs at once. Raspberries begin to arrive next week.

FRUIT BULLETIN

RASPBERRIES, Niagara District grown, are about done, and Black Currants are also nearing an end. The ever-popular and delicious *Lawtonberry*—large black *Thimbleberry*—and *Tomatoes* are beginning to make their appearance.

The result was that much fruit was ordered a week or more in advance. The dealers were able to anticipate their requirements and bought liberally, whereas in former years they had ordered the minimum, the perishable nature of the produce making this necessary. The prices obtained were much beyond expectations and in most fruits the entire crop was absorbed. When late peaches were ready the government came to the assistance of the growers and used display space in a limited number of papers.

From various sections of the
(Continued on page 77)

WE announce the removal of
our offices to 1457-63
Broadway at Forty-second Street
on May 6th, Nineteen Hundred
and Sixteen.

On May 1st, Frank G. Smith
becomes associated with us as
Vice-President.

COLLIN ARMSTRONG

INCORPORATED

General Advertising Agents

115 BROADWAY

NEW YORK

It is said that one battle-ship with several big guns could stand off New York Harbor and practically destroy the City of New York.

**We do not believe it but—
*Think of the Target!***

7,454,296 people condensed in an area of 686 square miles—1-13th the population of the U. S.

That's more people than in all of Canada—area of 3,729,665 sq. miles.

—or of all the New England States—area of 962,124 sq. miles.

—or the nine Western States of North Dakota, South Dakota, Nebraska, Kansas, Montana, Wyoming, Colorado, Idaho and Utah—area of 825,867 sq. miles.

—or the eight cities, Buffalo, Cleveland, Detroit, Chicago, Pittsburgh, Washington, Philadelphia and Boston.

A few big guns couldn't capture these wide-spread territories.

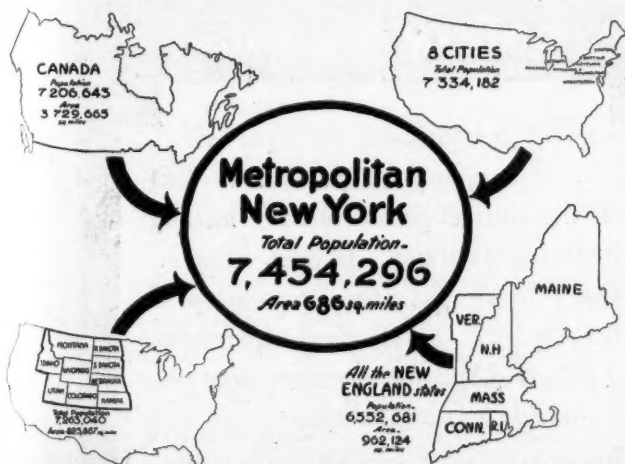
If New York could be taken *big guns* would be most effective, because every hit would count so tremendously.

But the only attack we want to see on New York is a business attack, and for that the *big guns* are *dominating* Electric, Illuminated and Painted Bulletins, reaching persistently a great congested circulation (ten times more congested than the next largest city) with powerful effect.

The O. J. Gude Co. N.Y.

220 West 42nd Street

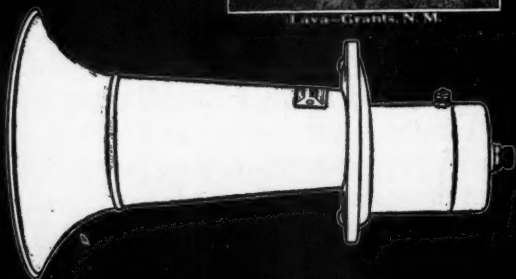
New York City



Which market is easiest for business attack?



Lava-Grants, N. M.



SPARTON

Safety Signals

When you make the Sparton your choice your judgment is backed by the chief engineers of forty leading motor car factories. In open competition with all others these men adopted the Sparton as standard equipment. *There is a Sparton for every size car—four to fifteen dollars.*

The Sparks-Withington Co.
Jackson, Michigan

Dominion it was reported that the sale of fruit was more active than in any previous year. In one day eight carloads of peaches were sold in London, Ontario—as many as were formerly disposed of in a week. From Alberta it was announced that receipts were six times as great as in the previous year. A Saskatchewan dealer

Plans are now under way to overcome this obstacle, and it is expected that this year the association will be able to adopt a trademark and guarantee the pack. They will at least be able to trace every basket and locate the offender.

The credit for initiating the campaign and for its consummation is largely due to F. W. Clement, the manager of the Ontario Government Experimental Station at Jordan, Ont., and to J. R. Hastings, of Winona, Ont., one of the chief orchardists in the Niagara district. D. Johnson, Fruit Commissioner of the Department of Agriculture at Ottawa, also gave great encouragement and rendered valuable service to the association.

DOMINION  GOVERNMENT

FRUIT BRANCH—Department of Agriculture

THERE ARE FEW FRUITS AS HEALTHFUL
THERE IS NONE SO DELICIOUS AS

CANADIAN PEACHES

Peaches keep well when canned or preserved. A liberal supply should be "put down" this season as the fruit is of exceptional quality. "More fruit and less meat" should be the rule, this winter. It would mean better health and greater economy.

Preserve plenty of Peaches also. Peaches are acid, Peaches are sweet, both are needed—both are good.

Canadian Peaches and Plums are the juiciest, richest, flavored in the world. Take advantage of Canada's time. Get plenty of Canned fruit—lock the cabinet door—and use the key!

THE SEASON IS SHORT—DON'T DELAY—ORDER NOW.

GOVERNMENT PAID FOR THIS ADVERTISING TO MOVE THE PEACH CROP

stated that the demand exceeded the supply and similar reports came from dozens of cities and towns.

Early in 1916 the Fruit Growers' Association determined upon an energetic campaign during the coming summer. Those who subscribed to the fund last year doubled their subscriptions, and many others promised to give their assistance.

The difficulty last year was that it was not expedient to advertise a certain brand or association trade-mark, because it was impossible to guarantee the pack. There are several thousand growers in the association, and an entire absence of responsibility in regard to honest packing. One intractable grower by "over-facing," or putting the larger fruit on top, could cast discredit on the entire organization, and the association was unable to inspect all fruit, as it did not pass through a central clearing-house. Government inspectors are supposed to pass on the fruit collected by the railways at the different stations, but while these inspectors are ubiquitous, they are not omniscient.

Tanglefoot's Aggressive Campaign

The O. & W. Thum Company, of Grand Rapids, Mich., manufacturer of "Tanglefoot" flypaper, is backing up its campaign in general mediums, in which the danger of poisoning children connected with the use of materials containing arsenic, with copy in the medical journals written along technical lines. In a recent advertisement in the *Journal of the American Medical Association*, emphasis is laid on the fact that symptoms of cholera infantum and arsenical poisoning from insecticides are similar, making it important to differentiate carefully in the diagnosis.

The copy continues:

"The unrestricted sale of arsenical fly poisons is pernicious and dangerous, and should be abolished by law. Such products are all the more a menace in that the poisonous solutions are sweetened, making the dangerous potion enticing to children. In the past physicians have denounced the poisonous phosphorus match, and this public danger has been eliminated. The baneful arsenical fly draughts merit like condemnation."

J. B. Miller Goes to Schulze Baking Company

James B. Miller, who has been connected with the Mahin Advertising Company, Chicago, since 1911, has been appointed assistant to Joseph M. Kraus, advertising manager of the Schulze Baking Company, also of Chicago.

The Financing and Successful Organization of a Co-operative Marketing Campaign

Work of the California Walnut Growers' Association

By Paul Findlay

IN telling the following story, I have this thought in mind:

That it is not merely a walnut story. Rather is it a typical instance of a vast improvement in modern distributive accomplish-

producers and distributors of olives, apples, maple sugar and melons, but for all disorganized agricultural industries, while the details of the ingeniously logical financing of this organization cannot but prove valuably suggestive to any manufacturer or large distributor.

Commercially speaking, there never was such a thing as an English walnut. Walnuts originated in Persia whence the first specimens were sent to England. London was the world-mart to which the overplus of France and all other countries long continued to be shipped for distribution. Hence the misleading name.

The walnuts with which we of to-day are familiar are grown in the magic land of California, by about 3,060 farmers, of whom 2,400 are in the Associations, on some 47,000 acres, of which approximately 35,000 acres are in full bearing. The acreage is widely scattered into twenty-two or twenty-three districts in which some

9,000 tons were produced in 1914 and about 15,000 tons in 1915. The estimated tonnage for 1916 is 16,000 to 16,500. Here we have an average of 109 farmers to a district with average holdings of a trifle over nineteen and a half acres each, growing a crop 80 per

**California Groves
Produce Finest Walnuts**

The kind of nuts you like to pass around when guests are present. Large, meaty kernels with a full, rich flavor.

The way to be sure of getting these fine walnuts is to order only **DIAMOND Brand WALNUTS** in packages. They are packed and sealed in California and their quality is guaranteed.

Make these **DIAMOND Walnuts** a part of your daily diet. Buy them from your dealer and use the recipe booklet found in every package.

**Guaranteed.
California
Walnuts Come
In Packages
Like This—>**

25c and 50c sizes

A booklet of recipes
in every package

**DIAMOND
BRAND
CALIFORNIA
WALNUTS**

FANCY SOFT SHELLS

FROM TREE TO PACKAGE DIRECT IS THE SUGGESTION OF THE ADVERTISEMENT

ment. It portrays some of the very significant things that are really happening to shorten the path between producer and consumer while utilizing machinery already set up and running. It therefore contains plenty of material for constructive thought not only for

TEAM WORK

The stimulating punch in news and editorial columns of **Farm Stock Home** calling the readers to action is what makes its advertising columns profitable.

The editorial policy and the news columns of **Farm Stock Home** appeal to every member of farmer's families who is open to progress, and the personality of your advertisement will appeal to him.

For thirty-one years, **Farm Stock Home** has been the leading influence for the social and economic advancement of the farmers of the Northwest.

Farm Stock Home gives to advertisers the quality of service which makes for profits. There is no more responsive field to cultivate than the prosperous Northwest.

Anything for the good or advancement of progressive farmers can be profitably advertised in **Farm Stock Home**.

May we send you our rates and advise you further as to the business outlook throughout Minnesota and the Dakotas?

140,000 Guaranteed

Farm Stock Home

MINNEAPOLIS, MINN.

The Northwest's Foremost Farm Paper

New York City —
A. H. Billingslea
1 Madison Avenue

Chicago
J. C. Billingslea
1119 Advertising Bldg.



St. Louis
A. D. McKinney
Third Natl. Bank Bldg.

Detroit
Chas. H. Anthony
1408 Kresge Bldg.

Member Agricultural Publishers Association
Member of Audit Bureau of Circulations.

cent of which is marketed during the holidays.

But, while there are some very large holdings, as in the Santa Ana district, most of them are small, running down to five acres and less; and as they are widely scattered, the farmers were at the mercy of the buyers until the inception of the California Walnut Growers' Association. Under formerly prevailing marketing conditions, when each man was for himself, the brokers with their toll of six per cent and the other middlemen made the preponderating share of the profits. Thus the farmers often felt that their crops were hardly worth while and they neglected their trees. The resulting high percentage of low-grade, imperfect and scrubby nuts tended to further demoralization, so that the walnut industry of California was in a bad way—it was about where the olive industry of the State still is, in a slough of despond.

Then came the striking success of the California Fruit Growers' Association which demonstrated what organization can accomplish in an industry which "could not be organized," and the walnut growers, with characteristic California forthrightness, got together and did things. The resulting California Walnut Growers' Association is not only wonderfully successful, but its success was immediate because the trail had already been blazed.

Now that we are able to look back on this work, it seems absurdly simple. That a few individuals, or a few dozens, or some hundreds of men, should take hold hands for the common good now seems the most natural thing in the world. It also seems the most obvious and logical procedure. But those who were through the throes of initial effort know that the way was not straight nor the path broad; and immense credit is properly due them.

SIMPLICITY OF ORGANIZATION

Each district is a unit, like a State or a county. Feeling that it will be advantageous to affiliate with the Central Association, the

farmers of a given district hold a meeting at which figures are submitted showing that an assessment of, say, \$3 per acre—(it runs from \$1 in large districts to \$4 in small ones)—will provide enough money to build and equip a packing-house. As soon as the money is subscribed and paid in to the chairman of the temporary organization, they proceed to permanently organize what, under the peculiar laws of California, is called a co-operative, non-profit agricultural and horticultural association, and they elect a board of directors, which then elects officers and hires a manager who superintends the building of the packing-house, hires help and generally runs the business. The organization is now a going concern, backed by the entire assets and holdings of all its members, so the directors go to the bank and have no difficulty in borrowing \$5,000 or so, with which to finance initial operations.

That is the outline of one local association. There are twenty other stations in the central organization, the entire organized activity comprising twenty-two locals with twenty-one packing-houses, one of the packing-houses serving two of the small locals. Each local appoints one member of its board of directors to join the central association, at Los Angeles, as its representative; and those twenty-two men, thus associated together, constitute the California Walnut Growers' Association, which is organized under the same laws, and the business of which is to handle the selling end of the entire affiliation. The central association hires a secretary and manager who, in turn, runs the business, handling the working forces, the advertising and all details of the business. And, because the central organization is backed by the locals, which are backed by all individuals, its credit is good for any reasonable amount, and it readily obtains necessary funds from the banks to start operations.

Everything is done at cost. There is no profit for anybody in the associations, local or central.

(Continued on page 85)



WE employ no solicitors in this organization.

We offer no Plans or "Campaign data" until an advertiser has definitely intrusted his business to us.

We accept no directly competitive accounts.

We place advertising on a full commission basis *only* and insist that our clients shall pay their bills promptly on the discount date.

And, despite these "limitations," ours is the largest advertising agency in the City of Detroit.

Power, Alexander & Jenkins Company
General Advertising
DETROIT

Reasons of "The Milwaukee Journal's" Supr

By JAMES ROBERT McCUTCHE

The following statements were made by Milwaukee's largest advertisers without the knowledge or consent of "The Journal's" management. They show conclusively why "The Journal" can justly claim to be "Wisconsin's Greatest Newspaper."

The letters are interesting and educational. They make it clear that "The Milwaukee Journal" must be given first consideration, and prove that its supremacy is based entirely on its capacity to produce a full measure of results.

Reeke-Diamond Motor Car Co.

The Milwaukee Journal, owing to its vast circulation, cannot be ignored by any advertiser regardless of his line. It has given us the best of results in advertising our line of automobiles. Its progressive policy indicates that there is practically no limit to its growth. We heartily endorse it.

A. L. REEKE, Pres.

Ed. Schuster & Co.

In a field so prolific with newspapers (there being seven English dailies), it would ordinarily be very difficult to select the best medium. But for the past ten years, those who have associated themselves with newspaper advertising find that there is no longer any question as to which is the strongest medium in this city. We are quite certain that in the unanimity of opinion, the Milwaukee Journal is pre-eminent, not alone from the standpoint of greatest circulation, but also from the viewpoint of the merchant, and that it brings greater results from the amount expended, than any newspaper of Milwaukee.

FRANK B. JENNINGS, Adv. Mgr.

Waldheim & Co.

We started advertising in the columns of the Milwaukee Journal twenty-three years ago, and have used its columns for our advertising copy constantly since that time. The growth of our business has been so remarkable, that we have been glad to support a newspaper in our community whose growth has been such as to meet our requirements and the needs of the community.

V. W. WALDHEIM.

T. A. Chapman Company

We have for years used the Milwaukee Journal for advertising, both daily and Sunday.

T. A. CHAPMAN CO.

Eapenhuys

The Milwaukee Journal is unquestionably the leader in the newspaper field of Milwaukee—both from the standpoint of quantity of circulation and from its result-getting advertising power. The simple fact that the Milwaukee Journal carries our full line of copy best attests to our opinion of it.

R. S. BERNHARD, Adv. Mgr.

Atlas Bread Factory

It is remarkable that one paper should have the pulling power that the Milwaukee Journal has. This paper is justly entitled to all the success it is having and a continuance of the same.

PAUL J. STERN, Pres.

S. J. Brouwer Shoe Co.

We have used the Journal, almost to the exclusion of all other Milwaukee papers, because we found that it produced results in larger proportion than other papers totalling the same circulation. The service rendered us, and the one-price system, made it doubly welcome to our advertising appropriation.

S. J. BROUWER.

Story & Clark Piano Co.

My only regret is that there is only one Milwaukee Journal in this city. It is the best medium to use in the State of Wisconsin, regardless of comparative rates.

STORY & CLARK PIANO CO.

Gerretson Company

The Milwaukee Journal circulates among all classes. The advertiser is thus able to reach both exclusive and general trade. Naturally the surest way to ascertain the merits of a newspaper as an advertising medium is through results. We have, at all times, obtained splendid results from ads inserted in this paper. Its value to Milwaukee advertisers cannot be over-estimated.

CHARLOTTE G. MONAT, Adv. Mgr.

Gimbel's

The Milwaukee Journal gets "full copy" from Gimbel's daily and has demonstrated its power to bring results.

VINTON M. PACE.

National Clothing Company

We have been an advertiser in the Milwaukee Journal for a number of years and we have been successful, because we maintain the same position every week. The Journal reaches the homes of all classes of people and we can recommend it to any business man who looks for results.

H. FABER, Pres.

Kroeger Bros. Company

Positively the Milwaukee Journal is the largest, best and most public-spirited newspaper this city has. It is the best puller and result-getter that can be found. Time and time again it has brought crowds to our doors.

H. L. BATTEN, Adv. Mgr.

The Richman Brothers Co.

The Milwaukee Journal has a large circulation which reaches all classes of readers who respond to the advertising carried in it. Its "outside" circulation brings large business from every section of the State of Wisconsin.

DAVE ALBERT, Mgr.

Supremacy Explained by Its Advertisers

Newspaperdom

Hartman Furniture & Carpet Co.

We have been using the Milwaukee Journal with excellent results for the last fifteen years. HARTMAN FURNITURE & CARPET CO.

G. R. Kinney & Co.

Milwaukee has a lot of newspapers. We are not big advertisers, therefore we have had to limit ourselves to a few papers. We are retailers of medium-priced footwear and have used the Journal more extensively because of its circulation and strength in our field.

G. R. KINNEY & CO.

Bloch-Daneman Co.

We have used the Milwaukee Journal continuously for the last eight years and have had excellent results.

BLOCH-DANEMAN CO.

The Boston Store

We have no better method of expressing our opinion of the Milwaukee Journal than to refer to our daily copy in that paper; further evidence could not possibly be required.

C. HERZFELD, Secretary.

(The advertising of the "Boston Store" averages practically one full page each issue in the Milwaukee Journal.)

"The Milwaukee Journal" is popular with all classes of people—the wage-earner, the business man, the professional man, the manufacturer and the financier. "The Journal" is keeping pace with Milwaukee's progress and development.

Facts About Milwaukee Journal's Advertising and Circulation

THESE letters explain why "The Milwaukee Journal" published in 1915 a grand total volume of over 6,000,000 agate lines of advertising, of which over 1,400,000 lines were national advertising and over 1,137,000 lines classified. "The Journal" published 1,655,318 agate lines during the first three months of 1916—a gain of 327,518 agate lines over the corresponding period of 1915. These facts alone demonstrate how effectively the circulation of "The Journal" is serving advertisers.

The average net paid circulation of "The Milwaukee Journal" now exceeds 100,000 copies. "The Milwaukee Journal's" growth extends over the period of its entire existence—it never had a set-back; never had a boom. It never gave a premium in order to secure or retain a reader. It relied entirely upon making a better newspaper—had faith in the belief that it would continually win through superior worth. Its daily circulation increased steadily from 40,000 in 1905 to over 100,000 copies during 1915.

The sales value of this circulation represents the actual purchasing power of the people of Milwaukee in particular and the State of Wisconsin in general.

The C. W. Fischer Furniture Co.

We do not believe there is any question but that the Journal is the best medium in the Milwaukee field.

THE C. W. FISCHER FURNITURE CO.

Oswald Jaeger Baking Co.

For our products we want a newspaper that will go into the home. The circulation of the Journal happens to be two or three times larger than some of the evening papers here. As a matter of fact there is no question but that we reach every home through the Journal. We know we reach more homes than with any other paper, or probably even two combined—that is, evening papers.

A. F. JAEGER, Sec'y & Treas.

Stumpf & Langhoff, Ltd.

Experience has convinced me repeatedly and consistently, that the Milwaukee Journal is by far the best and foremost advertising medium in the city. Aside from the fact that its circulation greatly exceeds that of any other paper in the city of Milwaukee, it is the cosmopolitan newspaper. It is read by all classes and castes, and is, therefore, sure to bring results in all instances regardless of what the commodity advertised may be.

A. W. SHAFER, Adv. Mgr.

THE MILWAUKEE JOURNAL

Wisconsin's Greatest Newspaper

DAILY AND SUNDAY

Foreign Advertising Representatives

O'MARA & ORMSBEE, Inc., N. Y. and Chicago

HARRY J. GRANT

Business and Adv. Manager



From the Dead Trade
Mark to the Living
Bio-Kinetic Reality

The
Connecting
Link

Your
Product
Visualized

THE LAND OF AD

Released
October
1916
Apply Now
for Space

Space
Limited
Write
for
Scenario

A Photo Play and Advertising Medium

WITH

A Guaranteed Circulation
OF

Five Million

KEMBLE FILM CORPORATION
TRIANGLE BUILDING

585-587 Fulton Street Brooklyn, N. Y.

Every penny not necessarily expended in handling and selling the crop is paid to the growers, equitably apportioned on each pound of nuts shipped.

So let us now follow a farmer and trace his crop to and through a local plant and out into the wide world. This farmer has, let us say, twenty-eight bags. These he delivers to the local packing-house where the nuts are taken in and a temporary receipt issued for them. Very promptly the crop is processed—that is, the nuts are bleached, graded, dried and bagged. But the local manager pays the farmer 80 per cent of the ruling wholesale price for each grade immediately each wagon-load is delivered. The farmer gets most of his money at once.

The local house receives crops in this way until it has a carload ready for shipment. Then it notifies the central office at Los Angeles, and one of the association inspectors is sent to look over the car. This inspection is very thorough. The inspector samples every tenth bag, making four "cracks" of 100 nuts each, or 400 nuts in all, taken at random over the entire shipment. Then, if accepted and passed by the inspector, the car is loaded and started to such point as may be designated by the Los Angeles office. The bill of lading, with particulars of the shipment and inspector's certificate, is mailed to Los Angeles, and that office immediately returns its check to the local house for 90 per cent of the wholesale value of the shipment.

The Los Angeles office then immediately bills the car to the buyers, making sight-drafts on consignees to cover, and presents such drafts to the Los Angeles banks for collection and credit. Experience has demonstrated that 99 per cent of all such drafts are paid on presentation, with exchange, so the banks advance 100 per cent of their face to the Los Angeles office. The consignees can "accept" such drafts, payable on arrival of goods and inspection thereof, or they can pay at sight less $1\frac{1}{2}$ per cent discount; and the grading of the association is now

so well established, thoroughly standardized, and highly regarded that, as stated, 99 per cent of all drafts are paid on presentation, the purchasers thereby earning the discount and relying on the guaranty of the association.

Thus the circle of financing is complete. After the initial small advance from the banks, the operations are self-sustaining. The local holds 10 per cent and the central office another 10 per cent; so both are rapidly provided with ample capital to finance the season's operations. The local requires very little money—merely enough to repay its loans, hire the needful help, and pay the growers for nuts accepted and in preparation for shipment, because its responsibility ceases immediately its nuts are inspected; and it has nothing to do with markets or guaranties. So the local can wind up its affairs and distribute the remainder of its 10 per cent hold-out very promptly at the end of the season.

The 10 per cent withheld by the central office rapidly mounts up into a fund of \$200,000 to \$300,000. Such a fund is ample for all possible contingencies. In fact, it is not permitted to become too plethoric. When it is large enough to insure safety of operation, a second dividend, or a third, is paid back to the locals; and thence, in turn, to the farmers.

All association nuts are sold under an absolute guaranty of grade and quality, and prices are guaranteed against decline. This last means that the purchasers of nuts at 14 cents the pound are protected from loss in case the association finds it desirable or expedient to reduce prices to 13 cents or 12 cents, or any other figure, later in the season. In event of such decline, a corresponding rebate is paid to wholesalers on all stocks of nuts of the same season still on hand at time of decline.

WALNUT ASSOCIATION FIGURES VERY CLOSELY—TO THE LAST FRACTION

At the end of the season, all costs of operation are taken out of the percentage withheld, plus a sum figured down to the inside probabilities for requirements of

wages, salaries, etc., to carry the framework of the organization to the next season. So closely is this figured out that they prefer to risk having to borrow a little before the next season rather than hold back more than is absolutely necessary. The entire intent and effort is to operate on a basis of exact cost of the service, and pay to the farmers the uttermost fraction realized. So, for example, if it be found that the operations of the season have cost 2.90 per cent on sales, a final dividend is immediately apportioned and paid to all locals, *pro rata*. Thus, out of the 10 per cent first withheld, dividends of 7.1 per cent are promptly paid back to the locals, less any

mense quantities of the most completely standardized walnuts in the world, it can go into the big marketing centers, select the most efficient brokers or selling agents and obtain their services very cheaply. It connects with brokers who have wide affiliations and valuable established connections, and gets those men to market its nuts for around 1½ per cent. Smaller sellers must pay 2½ per cent to 3 per cent for like service. Under the custom of the old days, before organization got in its work, the seller paid 6 per cent, approximately one cent a pound—and sold at the other fellow's prices! Oftentimes, too, sales were not made in harmony with produc-

tion and a burdensome carry-over resulted. Some markets were glutted while others were bare.

Contrast the ultimate effect of this wholesome, intelligent co-operation which is that, whereas walnut growers formerly were compelled to accept several cents a pound less than the whole-

sale dealer paid, now the total expense of marketing is from 36/100 to 40/100 of a cent a pound.

All these and many more advantages accrue to associated effort. Moreover, the industry needs every such advantage because of its peculiar character and limitations. For it is a business of narrow margins; stable and steady; never earning speculative returns and not normally subject to severe depressions. The crop seldom varies more than 10 per cent, and such variations are generally offset by an equalizing price-fluctuation. So, while there is never any of the spectacular bonanza features about walnuts that sometimes occur in the citrus industries, walnut groves are steady producers of good revenue, if the handling of the crop is well organized. Growing walnuts was a losing game under old-style, go-as-you-please conditions. Under present management walnuts yield



TYPE OF THE LOCAL CO-OPERATIVE STATIONS

dividends that may have been paid in the interim. As all locals operate on the same basis, the effect of this ideally co-operative association is to gather, grade, bleach, pack, and sell the farmers' crops at exactly cost—hence, as they say out there, “co-operative, non-profit.”

BUYING SUPPLIES AND MARKETING THROUGH BROKERS

Under this system of co-operative effort any number of collateral advantages accrue to the associated farmers.

The association is a large buyer of bags. Obviously, it can buy 250,000 bags much cheaper than an individual could buy 250, or than a smaller association could buy 5,000.

It buys immense quantities of bleaching materials; and these it gets at the very lowest notch of cost.

By reason of its control of im-

The Des Moines Capital

loses some business—wrongfully

The Des Moines Capital is published but six evenings a week. The Capital is in competition with one newspaper organization that publishes a morning, evening and Sunday edition. It is customary for this newspaper combination to publish their circulation combined, and to compare it against the Capital as though the combination were a single newspaper. This has deceived a number of advertisers and has cost the Capital some national advertising accounts. We wish our competitors to receive all the business they are rightfully entitled to, and we only want that business for which the Capital is best fitted.

But,—we are anxious for national advertisers to understand the Des Moines newspaper situation.

The Capital's net paid March circulation was 51,733 copies daily. The government statements have just been published, as follows:

The Figures Given to Uncle Sam

CAPITAL	48,963 Copies, net paid
Second Newspaper....	43,058 Copies, net paid
Third Newspaper.....	41,497 Copies, net paid
Fourth Newspaper....	34,269 Copies, net paid

Actual reproductions of the government statements of all the newspapers will be sent to any advertiser upon request.

The Des Moines Capital

A Clean, Constructive Newspaper

Member Audit Bureau of Circulations

LAFAYETTE YOUNG, Publisher

good returns, say fully 8 per cent net, on average valuations around \$1,000 an acre for ranches in full bearing. Naturally, here and there occur exceptionally productive and profitable ranches. The average yield of the 35,000 acres in bearing last year was a little over 857 pounds to the acre. Acreage in full bearing, in prime condition, will run to 2,000 pounds to the acre; and a single tree has been known to bear 400 pounds. So there is ample scope for individual initiative in walnut growing. Such initiative is unhampered by anxiety for the morrow under the rule of the association.

THE ADVERTISING CAMPAIGN OF 1915

The walnut people say that the advertising efforts of this, their first attempt at publicity, should hardly be characterized as a campaign. The thought was to identify first-class walnuts to the consumer, as the entire work of the association centers around quality. The association has spent considerable money to encourage the production of better nuts, better cultural and grading methods, and results have amply justified that expenditure. A few years ago foreign nuts commanded a better average price than the product of California. Now the foreigner must accept fully 33 per cent less than Americans willingly pay for California Association Walnuts. The American people—perhaps all people, for that matter—will pay the necessary price for good goods. So the package was devised. The expectation was that this would be tried out in a small way, and plans were laid for the sale of 500,000 packages. But the package took like the measles. Everybody was enthused. Sales grew rapidly to the point where it was difficult to get packages enough. Manufacturers could not obtain sufficient supplies of gelatine for the diamond "window." Before they realized it, the association had disposed of 3,800,000 packages.

All of this had been accomplished despite one flaw in the selling plan, the result of a serious but not unnatural mistake. The error was that the association

tried to sidestep the expense of the package by making the contents 14 ounces instead of a pound. This mistake cost the association the hearty co-operation of some of the better class of grocers. For example:

I stepped into a very fine store in the window of which I saw a splendidly attractive display of the finest California walnuts, all in bulk—no packages at all. I asked the manager why he had none of those fancy packages of "Diamond" brand, and he replied:

"Because the packages are short weight. They only hold 14 ounces. True, they might be sold 'per package' instead of per pound; but some of my clerks would be sure to enter on some orders, '1 pound walnuts.' Then we would be liable to be tripped up by a measures-and-weights inspector, and fined \$35 to \$50 for each offense. The fine would hurt. The 'black eye' would hurt more. So we had to pass up the packages. Otherwise we should have been glad to handle them. I know it was a mistake and expect they will pack full pounds next year. Then we shall handle them."

The unexpectedly successful marketing of 3,800,000 packages was effected simply by an appeal to the intelligent fancy of the jobbers and retailers. Perhaps some of these mutterings of discontent reached the officers of the association. At any rate it occurred to them that it would be very unfortunate if any appreciable quantity of those packages were unsold and had to be carried over. So, "as a sort of afterthought" a matter of \$20,000 was appropriated to promote consumer pull for the Diamond Brand California Walnuts. Results have been so satisfactory that the association is even now laying plans for the campaign of next season, and those plans provide for full weight packages of one-pound and two-pound capacity. The cost of the two-pound package itself will be little more than the one-pound, hence the extra charge on the consumer will be somewhat equalized and the memory of the error

(Continued on page 93)

2,000,000 Buying Power!

Did you ever stop to think, Mr. Manufacturer, and you, Mr. Agent, that the hospitals of the country represent a buying capacity of 2,000,000? Including patients, staff and employes, this tremendous population is cared for and maintained by these institutions, whose wants therefore are as universal as the wants of any other people. There is one short, direct, economical, effective road to the men and women who *buy* for these two million,

HOSPITAL MANAGEMENT

It is a practical paper for hospital executives, not a professional journal. It discusses better methods of running every department, from the laundry and the kitchen to the grounds and gardens. It covers every feature of hospital administration, and is the live paper in its field. It is helping others to sell their goods to institutions, and it can help you.

Some of the Things They Need

Here are a few classes of goods bought in quantity by hospitals, in addition to those classified specifically as "hospital supplies":

Foods.	Laundry Equipment and Supplies.
Drugs.	Bakery Equipment and Supplies.
Cleansers.	Building Materials.
Ambulances.	Building Equipment.
Furniture.	Electrical Appliances.
Bedding.	Office Equipment.
China.	Flooring Materials and Dressings.
Fire Escapes.	Refrigerating Equipment.
Rubber Heels.	Paints and Varnishes.
	Signal Systems.

CRAIN PUBLISHING COMPANY, Louisville, Ky.

(Incorporated)

New York Office, 21 Park Row.....C. A. Wessel, Mgr.
 Boston Office, Old South Bldg.....A. W. Rideout, Mgr.
 St. Louis Office, Third National Bank Building.....A. D. McKinney, Mgr.
 Cincinnati Office, First National Bank Building.....K. C. Crain, Mgr.

Newspaper Circulation and Real Buying Power

The Tacoma Daily Ledger *The Tacoma Sunday Ledger*

(Members Associated Press)

For THIRTY-FOUR YEARS Tacomans have looked for their Ledger the first thing every morning.

For Thirty-four years Tacomans have paid 65c per month for The Ledger. Two other dailies sell for 40c per month.

The Ledger is the ONLY MORNING NEWSPAPER in Tacoma, and reaches more people of maximum Buying-Power than any other Tacoma newspaper.

The Ledger's subscription rates are higher than those of any other Tacoma newspaper. So are its advertising rates.

*Ledger and News Readers possess real Buying Power—
want the BEST newspapers and are willing to pay for them.*

The Ledger and The News maintain HIGH CIRCULATION—
Buying-Power—No mushroom circulation. All work is done in Tacoma.

The Tacoma Ledger Co.

PERKINS BUILDING, TACOMA, WASH.

VERREE and CONKLIN, Inc., 1014 West 1st St., Tacoma, Wash.

CHICAGO Ledger Bldg.
NEW YORK Sunswick Bldg.

Circulation Buying-Power

The Tacoma Daily News

(Evening Associated Press)

For THIRTY-THREE YEARS The News has been Tacoma's premier evening newspaper.

In order to have The News in their homes Tacomans are willing to pay as much for the six week-day issues of The News as for the six week-day issues and the Sunday issue of the other local evening newspaper.

Advertisers figure that ONE COPY of The News is worth FIVE COPIES of the picture-padded sensational newspaper which attracts thoughtless readers.

The News' subscription rates are higher than those of any other Tacoma evening newspaper. So are its advertising rates.

real *BUYING-POWER.* They
are willing to *PAY* for them.

CIRCULATION STANDARDS, Permanency and
All worthless circulation is eliminated.

The Daily News Pub. Co.

TACOMA, WASH.

Western and Eastern Representatives

eger Bldg.

unswick Bldg.

New England and The Boston Journal

A growing population of high per capita wealth is a profitable field for business.

A growing circulation of high per capita wealth is a profitable field for advertising.

New England has such a population:

The Boston Journal

Has such a circulation.

Net Gain in *Circulation* for Past 12 Months

9264

Net Gain in *Display Advertising*, Jan. 1 to April 1, 1916

85,679 Lines

THE ONLY Boston Morning Paper whose April 1, 1916, government figures showed a gain in circulation over October 1, 1915.

Boston Journal

Gaining in Advertising; Growing in Circulation.

Special Foreign Representatives

HASBROOK, STORY & BROOKS

New York

Philadelphia

Chicago

Fifth Avenue Building

Mutual Life Building

Peoples Gas Building

will doubtless soon be obliterated. It is interesting to note, by way of contrast, that several years' work were required to put package raisins, package dates, etc., where package walnuts were placed in a single season's campaign.

The controlling thought behind the advertising campaign of the California Walnut Growers' Association is thus expressed by Secretary Thorpe: "We have felt that the time of over-production of California walnuts was surely coming before the lapse of many more years unless the demand could be increased. Prices are down now almost as low as they can be permitted to go, if the producer is to receive a fair return. Beyond question, lower prices would increase consumption; but, as above noted, a very slightly lower average of prices would be disastrous. To increase consumption without a much further price reduction is, then, our problem. We are trying to solve this through publicity. We cannot successfully advertise bulk goods without giving our competitors, both domestic and foreign, the benefit of our expenditure, and, as we cannot guarantee *their* quality, and knowing the folly of advertising anything without merit, we naturally turned to the consumer-package idea—something definite and identifiable we can advertise to the consumer. If our copy makes the first sale, I think our success is assured as the consumer then immediately realizes that she has found the one way to assure herself of getting only good walnuts—hence our slogan: 'Good Walnuts Come in Packages.'

"There are many dealer-advantages in the package line, also: no shrinkage, no pilferage, no breakage, no loss of clerks' time weighing, wrapping, etc., larger average individual sales—and satisfied customers!"

DEVELOPMENT OF THE BY-PRODUCTS

Associated effort makes possible the elimination of all waste, through savings which individually would be impossible. For instance, I have mentioned the 400 nuts

cracked by the inspector out of each carload offered by the locals. Those nuts are not lost. The meats are saved and shipped to the central warehouse at Los Angeles, where is established a cracking-room for faulty and imperfect nuts. The making of nut-meats must necessarily always remain a by-product, because cracking yields in meats only 40 per cent of the weight of the nuts in the shell. But nut-meats are made from all imperfectly-shaped or outwardly blemished nuts and such as become broken through accident and by the inspectors.

The meats are sorted into perfect halves; medium perfect; seconds, etc. The perfect are used for cake-tops, bon-bon tops, etc. The medium for lower-grade candies and other similar purposes. Broken pieces are used in fillings, sundaes and creams; but the association is experimenting with a half-pound package of walnut meat halves to retail at 25 cents, to see whether this will not prove to be a popular dainty on account of moderate cost. In this cracking industry care is taken of the dark-skinned and shriveled meats. Those are just as sweet and flavory as the light skinned; but appearance is against them. So such meats and pieces are ground and sold to bakers. As only 9 cents to 10 cents the pound is realized for dark and shriveled meats, in bits or ground, 18 cents for medium grade, and only about 27 cents for white meats, it is plain that the nut-meat industry can only be regarded and treated as the utilization of a by-product.

And there are yet other important ways in which the association is useful to farmers, present and prospective; for they can and will gladly aid newcomers to invest wisely. It must be remembered that a walnut ranch is very deceptive. The trees are at their best when from 18 to 25 years old; then they hold steady for another 25 years. After 50 years they go backward. But a more puzzling thing is that walnut trees require a moderate supply of water. They flourish best under irrigation, planted where the natural

waters are located deeply; for if their tap-roots once touch natural water they will never bear again. Instead, they will burst into rank verdure and look to be in prime condition. Then they begin to die at the top. This is very deceptive to the amateur who may think he is purchasing a grove in the pink of condition when he is, in fact, getting only a moderate lot of fairly good firewood.

Intelligently nurtured and cared for, a walnut ranch, with the soil properly mulched, the trunks of all trees whitened to reflect the sun's rays, the evenly ranged rows leaning eastward under the gentle pressure of the prevailing west winds, looking for all the world like a regiment of soldiers on parade, is not only the producer of a reliable annuity from generation to generation, but is about the most beautiful thing the eye can rest upon; but there are still plenty of Westerners who, rather than care for their ranches, will sell their acres to a tenderfoot. Hence this last activity of the association furnishes a reliable and valuable service to the stranger and aids to maintain the fair name of California in unsullied splendor.

HUMAN NATURE OF THE FARMER TENDS TO BE SHORT-SIGHTED

But with all the obvious beneficence of the association, its path is not strewn with roses. Old Human Nature manifests its innate perversity in devious and peculiar ways. Members are constantly tempted to backslide from loyalty and some amusing things happen.

Toward the end of the season of 1914 a farmer walked into the Los Angeles headquarters and asked Mr. Thorpe, the manager, why he did not get the remainder of his money. Thorpe told him that the final apportionment would be made within a few weeks.

"Well, now I don't like that way of doing a little bit," said the farmer. "My neighbor advised me to sell outside—and blessed if I ain't sorry I didn't. He got his money—all of it—right on the spot—good, hard cash. He didn't have to wait for nobody; didn't have to

take his money in little dabs here and there. I'd rather take less and know what I was getting—and get it quick—than sell this way and have to wait four months."

"What did your neighbor get for his nuts?" asked Mr. Thorpe.

"He got 12 cents—cash!"

"Then you have no kick coming, surely," said Thorpe. "You got 80 per cent of 16 cents as soon as you delivered your crop—that was 12.8 cents, say twelve and eight-tenths cents. A few weeks later you get a dividend of one cent a pound, making 13.8 cents; and we figure that there will be all of a three-quarter-cent distribution on the clean-up, so that you will have about $2\frac{1}{2}$ cents a pound more than your neighbor got—and you received nearly a cent more right at the jump-off."

The farmer could not argue against that kind of reasoning, yet he went away seemingly only partly convinced that he had received a completely fair deal. This notwithstanding the fact that a few years ago he ran his walnut orchard at a loss!

Which goes to show the soundness of Mr. Thorpe's contention that if associated effort is to be successful, proper provision must be made for the immediate payment of most of the selling value of the crop to the farmer. He must have his money quick—at once—or you cannot satisfy him. You must be in position to compete with the outside man, or you cannot succeed running a co-operative organization.

In a magazine of recent date there is a story entitled "The Costly Corner Grocery," which contains some comments on present conditions which are rather startling, if true. For example: "The average farmer is more interested just now in efforts to limit production than to increase it. Co-operative efforts are being made, or recently have been (made), to limit the production of fruit, of tobacco, of cotton. Growers of those products claim that bumper crops, in any of those lines, mean prices below the cost of production. . . . Think what would happen to the price of corn

Worcester advertisement No. 1

Four Facts Established For The Evening Gazette

By the A. B. C. Audit of Worcester Dailies

First The Evening Gazette has now the largest total net cash paid circulation of any Worcester daily newspaper.

Second The Evening Gazette has now the largest gross circulation of any Worcester daily newspaper.

Third The Evening Gazette average of "returns" has been lower than any other Worcester daily newspaper.

Fourth For over a year and a half The Evening Gazette has had the largest total city and suburban circulation of any Worcester daily newspaper.

The Evening Gazette is the best buy in Worcester—having the largest circulation, net cash paid and gross, and the lowest advertising rate per thousand.

*Full proof of each fact may be found in
A. B. C. Auditors' Report for Worcester*

The Evening Gazette

Over 30,000 Daily

N. B.—In the next issue of Printers' Ink will appear a page statement concerning Worcester and its best newspaper.

Julius Mathews, Representative — Boston — New York — Chicago

if every farmer were to raise 100 bushels to the acre, as the corn-club boys have demonstrated can be done! Farmers would again be compelled to burn corn for fuel. . . . We must look elsewhere than to increased production for any big reduction in the cost of living. Increased production can be expected only as increased demand at fair prices justifies it."

As to "the average farmer" being inclined as stated, I think that will bear examination; but we are verging on economic heresy when we are able to speak unemotionally of "co-operative efforts" to limit production! Shade of Adam Smith! A short century since your work commenced, here is America, with a population which could comfortably live on and subsist from the soil of Texas, talking of limiting production! No: not yet, certainly; for the total average individual consumption of all commodities throughout our population is not yet much, if anything, over \$160—\$800 per year for the average family of five persons. And again, no: we hear of excessive costs, though we are not sure they exist; but whether they do or not is secondary. What we do know is that our soundest economic progress will most indubitably be promoted by increased yield and production of all commodities, taken on broad lines over such periods as are historically short.

Let us not be misled by distributive conditions which are undoubtedly faulty. Nor need we be; for these are so infinitely better than they were only a single generation ago that, by comparison, we might well call them perfect. But let us not confuse any waste which may occur between producer and consumer with the specter, the phantom, the fetish of "over-production"! Surely the Orange Growers' Association and the Walnut Growers' Association, and other similar co-operative efforts hold for us a much better suggestion than any thought of limiting production can possibly contain. Think what wonders might readily be accomplished if farmers in every line were to join hands in this way. The trail has

been blazed. The example has been set. The method has been greatly perfected. The California fellows have shown us how to do it. And it is to be noted that one outstanding merit of the plans so far developed is that they make proper and effective use of the present channels of distribution; upsetting nothing; bettering everything—effecting a vastly improved condition for producer, distributor, and consumer—and all this in face of a constantly increasing annual production.

Let us hope that greater thought and abler effort may consistently be brought to bear on the task not of limiting the production of any of the good things of life, but of increasing the yield thereof—and then effecting distribution on lines of progressive efficiency, so that "even the least of these, our brethren," may benefit thereby, while the profit of each producer is simultaneously increased and made more secure.

Philip Kobbe and Victor Young Form Agency

The Philip Kobbe Company has been incorporated to conduct a general advertising agency in New York City. The president and vice-president are Philip Kobbe and Victor H. Young, respectively, who have been associated with the Bates Advertising Company, New York, and J. Edward McGahen is secretary and treasurer. He has been connected with the American Bridge Company and the Thompson-Starrett Company.

Among the accounts already secured by the agency are Parfumerie Rigaud, New York; the Benedict Manufacturing Company, East Syracuse, N. Y., and a portion of the account of the Talcum Puff Company, Brooklyn.

New Publication for Talking-machine Industry

The Phonograph Publications Company, New York, has been incorporated to publish the *Phonograph*, a weekly trade-paper, the first number of which appeared last week. The officers are Edward H. Davis, president and treasurer; Curtis A. Wessel, vice-president and editor, and J. Lawrence Friedmann, secretary and business manager.

Mr. Wessel is associate editor of the *United States Tobacco Journal* and Mr. Friedmann has been associated with the same paper for twenty years, most of that period as business manager. Both will retain their connections with the tobacco journal.

Announcement

Mr. R. B. Staver will represent the American Sunday Magazine in the New England territory. Mr. Staver was formerly in the western office of this publication and prior to that was Sales Manager of the Staver Motor Car Company.

Mr. Voorhees Anderson, formerly Sales Manager of the Anderson Preserve Company of Camden, N. J., and who for three years has been making a study of merchandising conditions on the Pacific Coast, will be associated with our Eastern Office. Mr. Anderson's familiarity with conditions in the western territory should be of considerable help to advertisers desiring a better knowledge of this market.

Mr. L. R. Northrup, formerly of the Chicago Tribune, and Mr. Layton L. Northrup, formerly of the Associated Sunday Magazine and Every Week, have been added to the Western Staff of this organization.

On May 1st, the Eastern Office of the American Sunday Magazine will move to larger quarters, 1834 Broadway, cor. of 59th Street.

AMERICAN SUNDAY MONTHLY MAGAZINE

CHAS. S. HART, Adv. Mgr.

1834 Broadway
New York, N. Y.

911 Hearst Bldg.
Chicago, Ill.

Advertising the Census Bureau

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, April 21, 1916.

Editor of PRINTERS' INK:

The editorial, "Advertising the Census Bureau," in your issue of March 30, has just been brought to my attention, and I am writing to express my appreciation of it.

It is the Census Bureau's desire and purpose to make its work of the greatest possible value to the public, and to this end it endeavors in every practicable way to advertise its wares—that is, its publications—not merely by sending them out to those who have requested them or in whose behalf they have been requested, but also by fostering a general interest in and knowledge of the nature and extent of the various fields from which it reaps its statistical harvests. Possibly a description of the methods employed by the bureau in placing the results of its investigations—and particularly of its recent census of manufactures—in the hands of the public will possess some interest for you.

The fundamental or basic facts ascertained by the census inquiries are first published as press summaries in galley form, and often also in the form of quarto "bulletins," some time before the issuance of the final reports. The current census of manufactures, which relates to the year 1914 and was taken in 1915, is, of course, of especial interest and importance to business men. The bureau is placing the results of this census before the public in the form of several series of press summaries, the first relating to all manufactures combined in individual cities of 10,000 or over, the second to all manufactures combined in individual States, the third to power laundries in individual States, and the fourth to individual industries in the United States as a whole. Already nearly 600 summaries for cities and States and a number for industries have been issued. In this way the leading facts brought out by the census are given wide publicity with as little delay as possible. Later the same information, in greatly amplified form, will be issued in two series of quarto bulletins, one relating to all industries combined, for individual States and cities, and the other to individual industries, for the United States as a whole; and still later the contents of these bulletins will be brought together in two or more bound quarto volumes. An octavo abstract will also be issued.

It is possible that you will be interested in a recent publication of this bureau, "General Statistics of Cities, 1915," a copy of which is being mailed under separate cover. This report relates to form of municipal government, police departments, liquor traffic, and water-supply systems, in cities of over 30,000. It is the first of its kind which has been issued since that relating to the year 1909, but it is the intention in the future to publish similar reports annually, each treating of three or four subjects of general interest and importance in connection with the activities of municipal governments.

There are inclosed herewith two of the bureau's recent press summaries, which may also have some interest for you. Each summary is sent to all newspaper correspondents, special writers, etc., in Washington, D. C., to all important morning or evening papers (but not to both), and to various special lists. The summaries relating to manufactures serve the purpose not merely of press announcements, but also of advance bulletins, and are sent to manufacturers and other interested persons, as well as to newspapers. For this reason each includes one or more statistical tables, which, of course, the papers themselves rarely print.

It is presumed that you already have a copy of the classified list of census publications. A revision of this list is being made, and when it is completed a copy will be sent you. The Census Bureau will be glad to furnish you with any of its publications which are available for distribution.

I thank you for the interest you have manifested in the methods employed for making public the census statistics and shall always welcome any suggestions looking to the improvement of these methods which you may care to make.

SAM L. ROGERS, Director,
Bureau of the Census.

Hartley Robinson in Canadian Army

W. Hartley Robinson, former manager of *Canadian Motorist*, Toronto, and later identified with *American Motorist* and the Turner Advertising Company, Chicago, has enlisted for overseas service with the Royal Canadian Horse Artillery.

D. H. Livingston in Agency Work

D. H. Livingston has joined the organization of the Century Advertising Service, New York City. He has been associated with the Strasburger Dry Goods Company at Parsons, Kan., and before that was with the *Dry Goods Economist*.

La Drière Back with Arnold Joerns Co.

Lloyd L. La Drière is again with the art department of Arnold Joerns Company, advertising agency, Chicago.

Mr. La Drière was formerly with Charles Daniel Frey, of Chicago, and Woodward-Tiernan Company, of St. Louis.

H. C. Treharne in Community Advertising

H. C. Treharne, who has been with the Geyer Dayton Advertising Company, Dayton, O., has been appointed publicity manager of the Greater Dayton Association, which is an outgrowth of the old Chamber of Commerce.



A few of the strictly industrial advertisers who are finding it pays to tackle the Textile Industries through the Specialized Medium of those Industries. Write for data.

TEXTILE WORLD JOURNAL

Member Audit Bureau of Circulations

New York

Boston

Philadelphia

Chicago

RESULTS COUNT!

That Is Why

The PITTSBURG PRESS

LEADS Every Other Newspaper
In United States In Volume of
Advertising—1915 Carried

Nearly 16 Million Lines

Exact Measurement Being
15,808,800 Agate Lines of Paid Advertising

Gain in 1916 to date over same
period last year

Nearly One Million Lines

Circulation Over 120,000

THE PITTSBURG PRESS

O. S. HERSHMAN, President - Editor
H. C. MILHOLLAND, V. P. and Adv. Mgr.

Manager New York Office
I. A. KLEIN
Metropolitan Tower Bldg

Manager Chicago Office
JOHN GLASS
Peoples Gas Bldg.

Why Some Manufacturers Are "Knifed" by Dealers

Manufacturers Who Sell Direct to Consumers Can't Expect Cordial Dealers' Support

MANUFACTURERS who sell through dealers and at the same time supply consumers at practically the same price cannot count on the constant and enthusiastic support of their dealer representatives. Sooner or later competing lines will be given a larger measure of support and the manufacturers who are "working both ends" will be discriminated against. This, at least, is the conclusion reached by Sylvester Z. Moore, of the Steinman Hardware Company, in a recent address before the Pennsylvania Hardware Association.

"White lead," said Mr. Moore, "is a subject which claims our attention. It has no parallel. In almost every hardware store there is a paint department and in order to secure trade in such department, it is necessary to sell white lead. Almost each pound of white lead ultimately comes from one company who controls the supply, and who by reason of ignoring the jobber and selling to the consumer at practically the same price, compels us to handle its product at a loss. This condition has existed for a time whereof the memory of man runneth not to the contrary, and because of the continued existence of this evil, no effort has been made to remedy the condition, and even if every effort be made, all expenditure of energy would be wasted.

"Were it not for the fact that human nature is prone to do and to use what has been done and used by their fathers before them, the situation would not be quite so complicated. In Pennsylvania, our home State, the proportion of Dutch and German parentage predominate, and because their fathers and their fathers' fathers before them, used white lead, and white lead only, the average master painter and the average ulti-

mate consumer considers that nothing but white lead should be used. They do not know that many superior combinations for the purpose of painting could be used.

OPPOSITION'S TALKING POINTS

"I have given the subject of white lead and the painting department in general, a great deal of study and consideration, because it has always been a losing proposition, and I have found that many of the eminent chemists of the country have gone into the subject with the most painstaking care and the results of their investigations are before us. In brief, the greatest chemists of the country, the master painters association, and the officers of the Pennsylvania Railroad Company, all agree that the use of white lead as a single pigment paint is not only dangerous to the health of the user and purchaser, but also does not compare in wearing qualities with a mixture where lead is used in conjunction with zinc and a small amount of inert materials. To be more explicit, in each one hundred pounds of lead there is eight per cent of linseed oil and 92 per cent of basic carbonate of white lead. Comparing this with the formula adopted by the American Association of Master Painters, which consists of 26 per cent of basic carbonate of white lead and 25 per cent basic sulphate of lead, 38 per cent of zinc oxide, and 11 per cent of inert materials, such as silica or asbestine, we find from actual experience and tests conducted from the Atlantic to the Pacific Ocean, that of all the paints experimented upon, the combination of zinc and lead is superior to lead alone.

"The remedy therefore, as far as the jobber is concerned, is to sell white lead only after a stren-

uous argument with the purchaser and after all the relative merits of master painter's stock white (as based upon the formula referred to) have been fully explained to him. It is true, no great margin of profit can be made upon master painter's stock white, but at least it can be sold and handled by the jobber without actual loss; by the retailer at a considerable margin of profit, and by the painter without the same danger of lead poisoning and with the added advantage that a gallon of stock white will cover a larger area than a gallon of white lead, and that from ten to thirty per cent more wear will be secured from his work.

"As far as the Steinman Hardware Company is concerned, all our traveling men and clerks have been given definite instructions not to sell white lead until every expedient has first been exhausted to sell master painter's stock white, for while it is true that even in stock white a certain tribute is paid to others by reason of 51 per cent of the ingredients of stock white being white lead, nevertheless, zinc, which enters into its composition, is not owned and controlled by the same parties who control lead. Our decision to advocate the use of master painter's stock white is not only because white lead must be sold at a loss, but rather because we honestly believe stock white is a superior paint. It may be difficult first to establish the sale of stock white, but after it is once established permanently, we have found the results obtained from it are so vastly superior to the results obtained from white lead alone, that no one will ever attempt to handle white lead again. In our community, where tradition is probably stronger than in any other part of the State, we are having an educational campaign for the master painter, the contractor, the retailer, and the ultimate consumer, and speaking for the Steinman Hardware Company, our sales of white lead in the past month have decreased more than 50 per cent, and our sale of master painter's

stock white has increased over 300 per cent. For the first time in the history of the Steinman Hardware Company, extending from 1744 to the present time, the white lead and oil portion of the paint department showed a profit.

"Only one care must be taken: that in the purchase of master painter's stock, I think no other formula should be purchased except such as has been passed upon by the Master Painter's Association. Every jobber has lost money for years. Our regard for human life, and our own financial betterment impel us to sell master painter's stock white; it will require some work, much endeavor and more persistence. But knowing the qualifications of the various members of the Pennsylvania Hardware Association, I feel assured that this matter can be taken up by each individual house and be carried to a successful issue. Lest I be accused of attempting to advertise a special brand of stock white, I shall not mention even the name of the manufacturer whose product we handle, but will be glad to give you and every hardware or paint jobber in the United States our experience; and I might add in conclusion, there is absolutely no monopoly in the manufacture of master painter's stock white."

Fabrikoid Oversold

George Frank Lord, manager of the advertising division of E. I. du Pont de Nemours & Co., Wilmington, Del. states that their advertising of Fabrikoid has been discontinued because their factory is so extensively oversold. "We have had to take our salesmen off the road and the factory is running night and day and additions are being built."

Nevertheless, this company is continuing with its advertising of "farming with dynamite" in spite of the fact that war conditions have increased the price of dynamite to a point that puts it out of the reach of many farmers. "We are advertising," writes Mr. Lord, "not so much for immediate sales as for promotion possibilities. We cannot, however, do this with Fabrikoid because the results are almost immediate on account of past advertising and present conditions in the leather trade."

Cole & Freer, Chicago, have been appointed Western advertising managers of the *Boy's Magazine*, Smethport, Pa.

PRINTERS' INK



What our advertisers say. No. 1 of a series.

FROM A STORE EQUIPMENT MANUFACTURER

In handing you our contract for advertising in the *Dry Goods Economist* during the coming year, we wish to express our appreciation of the good service that your company has always given us.

It is indeed a pleasure to do business with such an organization, as every member is an expert in his line and all are ready to co-operate to secure the maximum result for the advertiser.

Yours very truly,

DRY GOODS ECONOMIST

231 West 39th Street, New York

BOSTON - - - 201 Devonshire Street

PHILADELPHIA - 929 Chestnut Street

CHICAGO - - - 215 So. Market Street

ST. LOUIS, 1627-1631 Washington Avenue

CLEVELAND - - 516 Sweetland Building

CINCINNATI, 1417 First Nat'l Bank Bldg.

SAN FRANCISCO, 423 Sacramento Street

LONDON (Eng.), 11 Queen Victoria Street

PARIS, FRANCE, - - 2 Rue des Italiens

An Idea That Is Making Good



THE KNICKERBOCKER PRESS

COVERS

Albany, Troy, Schenectady
and The Capitol District

FOR YOU

RATE, SIX CENTS FLAT

Advertisers, Sales Managers and
Space Buyers are requested to write

THE KNICKERBOCKER PRESS

FOR FACTS

Member of A. B. C.



"PUNCH" AND EXPORT TRADE

THERE is hardly a Club in the World where big people interested in high-class goods congregate in which "PUNCH" is not seen regularly.

Selling and Advertising, of London says: "Wherever the British language is spoken throughout the world there is sure to be a club—a club in which men from the old country foregather and get the latest news from home. Amongst such people not only is 'PUNCH' influential in producing sales, through the medium of the advertising it carries, to the wealthy class of European buyers who frequent such clubs, but there is a strong tendency on the part of the native (who, above all things, desires to be as 'British' in dress, tastes, etc., as possible) to gain prestige amongst his fellows for being equally up-to-date with the British resident, and as a consequence, by buying the same advertised goods that he has seen the other buy.

"Such is the cycle of trade—the purchase by the European and the 'repeat' order by the native—and thus is the export trade of Great Britain continuously assisted."

Why not let "PUNCH" assist American export trade in the same way?

ROY V. SOMERVILLE
Advertisement Manager, "Punch,"
10 Boulevard Street,
London, E. C., England

What Is the Scope of a "Blanket" Trade-mark?

United Drug Company Appeals from Ruling on "The Rexall Store"—Already Registered in Fourteen Classes, but Patent Office Would Let in "Rexo" for Cotton Gloves

A QUESTION of considerable importance to manufacturers who use blanket or "house-flag" trade-marks (like the In-er-seal mark of the National Biscuit Company, or the "Shirley" name on suspenders) is involved in the controversy of the United Drug Company with the Patent Office over the phrase "The Rexall Store." Reference has already been made, in *PRINTERS' INK* for April 6th, to the decision of the First Assistant Commissioner of Patents to the effect that the Boss Manufacturing Company was entitled to register the name "Rexo" for cotton gloves in spite of a prior use on rubber gloves of the blanket trade-mark "The Rexall Store." It was admitted by the examiner of interferences that "Rexo" and "Rexall" were so similar as to be likely to confuse an unsuspecting purchaser, but the decision of the Commissioner of Patents was based upon the conclusion that rubber gloves and cotton gloves were not goods of "the same descriptive properties."

Now as a matter of fact the United Drug Company has registered the phrase "The Rexall Store" as a trade-mark in no less than 14 different classes, including wrapping paper, brushes, match boxes, cutlery, perfumes, foods, coats, caps, rubber gloves, raincoats, etc. Frequently the goods have their own individual brand names—the rubber gloves, for example, were known as "Maximum" or "Roxbury"—but they are all tied together under the phrase "The Rexall Store" as a mark of origin. The United Drug Company deals in a wide variety of products which are commonly sold through drug stores, and from time to time extends its line to include new articles. This

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expansion, when it takes place, naturally brings new classes of goods under the blanket trade-mark, although in each case the goods may have identifying brand names of their own.

Thus the question arises which has led the company to appeal from the decision of the Patent Office to the courts. If another concern is permitted to use the word "Rexo" on cotton gloves, it may effectually prevent the company from including cotton gloves in its own line under the blanket trade-mark. The same thing might happen in dozens of other instances, and the company might eventually find itself in a position where its line could not be expanded without coming into conflict with other concerns. That is saying nothing about the confusion which would immediately result from the adoption of similar marks on general merchandise which might happen not to be technically "of the same descriptive qualities."

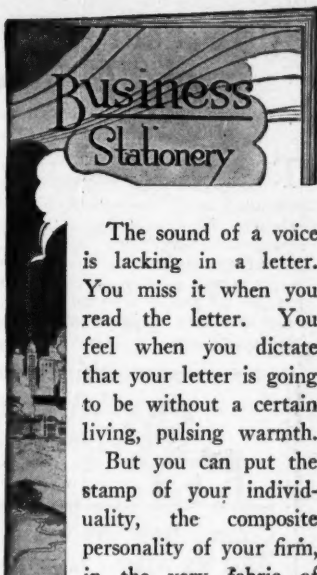
As stated above, an appeal has been taken from the decision of the Commissioner of Patents, and on that account the Patent Office is unwilling to discuss the case. As the case stands, however, the Patent Office is on record as holding that it is "questionable" if the company's use of the phrase "is a trade-mark use, since the purpose evidently is to advertise the stores rather than to indicate the origin or ownership of the goods." If the courts uphold that view of the case it may be a matter of considerable importance to other users of blanket trade-marks.

Mail-order Jewelry in Magazines

The Thos. M. Bowers Advertising Agency, Chicago, has secured the account of L. Basch & Co., diamond and jewelry merchants, selling by mail. Orders are being placed for magazine advertising.

"New Republic" Has Chicago Office

The *New Republic*, published in New York, has opened a Chicago office, with Martyn Johnson in charge.



The sound of a voice is lacking in a letter. You miss it when you read the letter. You feel when you dictate that your letter is going to be without a certain living, pulsing warmth.

But you can put the stamp of your individuality, the composite personality of your firm, in the very fabric of your letter by taking thought on the stationery you use.

The rustling crackle of Old Hampshire Bond bespeaks quality; its appearance denotes clean, clear-eyed integrity; its feel has the sincerity of the honest hand-shake.

We will send on request a small booklet, "Business Stationery"—not a direct argument for Old Hampshire Bond. Also a portfolio showing specimens of Old Hampshire Bond.

**HAMPSHIRE PAPER COMPANY,
SOUTH HADLEY FALLS, MASS.**

*The Only Paper Makers in the World
Making Bond Paper Exclusively*

Springfield Merchants Advertise to Stop "Returned Goods" Evil

By Educational Copy They Hope Thus to Avoid Necessity of Adopting Restrictions to Sending Goods on Approval

TO combat the abuses of the "returned goods" problem an organization of Springfield, Mass., retailers is conducting a joint newspaper advertising campaign. Manufacturers have an obvious interest in any attempt to check the ravages of people who buy goods only to return them in an unsalable condition.

Wallace, Meekins, Packard & Wheat, Inc., Albert Steiger Company, D. H. Brigham & Co., The Woman's Shop and the Poole Dry Goods Company. It will be recalled that this Springfield campaign is following the lines suggested in **PRINTERS' INK** for March 16, wherein it was urged that an appeal to the fairness of

women in paid ads would help in bringing about a better state of affairs.

At several joint sessions attended by executives of these houses it was planned to conduct an advertising campaign to win public support to the movement, thus avoiding the alternative of making stringent rules, which has been the course in some other cities.

The copy is of the parable type, and is founded largely on actual occurrences in some of the local stores. By a good-humored manner in treatment it is calculated to impress its message more easily, thus avoiding possible friction and animus. One of the ad-

vertisements, for example, shows a cartoon of four women around a card-table. One is declaiming:

"I couldn't find a dress to suit me, and yet Mrs. Jones said that Blank & Blank had a lovely assortment."

"So said Mrs. Brown to her friends at the club meeting," continues the copy. "And the rest of the ladies sympathized with her and said that Blank & Blank ought to carry a more complete stock—and, what's more, Blank & Blank



**Johnny has the Chicken Pox
And we know how he got it.**

Johnny's Mother bought him a suit of clothes the other day—a very nice suit—but it was one that Tommy's Mother, who lived in the other end of town, had returned after Tommy had worn it three days.

The suit seemed all right and a pressing made it nearly as good as new. But not quite. For Mary sat next to Tommy in school and Mary's little sister had chicken pox. The busy little germs on Mary's dress decided that Tommy's new suit would make a nice, easy living place, and over they went.

They were still there when Tommy's Mother brought the suit back and, assuring the merchant that Tommy hadn't worn it, said:

"Will you please refund my money?"

Then Johnny got the suit—the one that the germs had moved in to—and now Johnny and his Mother, and maybe the rest of the family as well, will pay the penalty because Tommy's Mother bought a suit before she was sure that it was just what she wanted.

When you take merchandise on approval, remember it at your earliest convenience. If you decide to return it, do so at once, and in as good condition as you wish it to be. Ask yourself if YOU would buy that merchandise in the condition you are returning it.

The convenience and the benefit of this movement will be apparent. Join with your friends and use your influence and support to eliminate this unnecessary addition to the cost of your merchandise, and so better safeguard the health of yourself and your family.

ASSOCIATED RETAILERS OF SPRINGFIELD.

AN AD USED IN THE CAMPAIGN AGAINST "RETURNED GOODS"

This advertising is directed to stimulate a sense of fair play in the retailers' patrons by presenting frankly the evil results growing out of this practice, not only to the retailers, but to their patrons as well. Whereas in most cases where such campaigns in other cities have been waged by Boards of Trade, in Springfield a newly organized body, the Associated Retailers of Springfield, is behind the movement. Some of the concerns included are Forbes &



**"Tuesday
May 2d!"**

is the closing date for
ADVERTISING FORMS
of the

New York City Telephone Directory
(SPRING-SUMMER EDITION)

The most effective medium because it is
"the most widely consulted publication
in the Metropolitan territory."

Directory Advertising Dept.
25 Church St., New York City



NEW YORK TELEPHONE
COMPANY

**LYDDON AND
HANFORD CO**
advertising

**MAGAZINE NEWSPAPER
TRADE OUTDOOR AND
STREET CAR ▲ ▼ ▲ ▼**

**200 FIFTH AVE NEW YORK
42 EAST AVE ROCHESTER
BUFFALO ▼ SYRACUSE ▲ ELMIRA**

This is HOW it's done

The Reliability

OF every Advertiser in this paper is guaranteed.

If there is any misrepresentation of the goods advertised in this issue, either the Advertiser will refund the money or "London Opinion" will do so.

There is no quibble about this, so you may with every confidence

Buy the Goods Advertised.

J. H. Hart.

See page 46.

Advertisement Manager,
"LONDON OPINION."

It took quite a time to make people believe that this could be true,—it necessitated also the refusal of quite a lot of advertising that could not hope to live up to the guarantee; but it paid the advertiser!

You can test this market by the sole use of

London Opinion

Write me.

J. H. Hart.

67, Chandos Street, Strand
London, W. C.

would have to if they wanted their trade.

"Now, the truth is that Blank & Blank do carry a complete stock, but too often most of that stock is 'out on approval.'

"Mrs. Brown's friend, Mrs. Smith, had one of Blank & Blank's dresses on that minute, and two more at home that she had taken out two weeks before, but which she was going to return. Mrs. Jimpkins could have confessed to the same thing, and so could dozens of other women in the same city.

"They had taken out those dresses for comparison and thoughtlessly neglected to return them. They would do it some time, but meanwhile Blank & Blank had to try to fill up the gaps in their stocks to take the place of those dresses—and the very women who were responsible for the complaints that the stocks were poor were those who had more or less of it that they didn't want in their homes.

"Merchandise which is mussed when it is taken on approval, or is not returned promptly, loses its value and tends to increase the cost of other merchandise in the stocks."

All of the different ads displayed the following advice in a box at the end:

"When you take merchandise on approval examine it at your earliest convenience. If you decide to return it, do so at once and in as good condition as you received it. Ask yourself if YOU would buy the merchandise in the condition you are returning it.

"The importance of this movement will be apparent. Join with your friends and use your influence and example to eliminate this unnecessary addition to the cost of your merchandise and to better safeguard the health of yourself and family."

The sanitary side of the question is played upon constantly.

Besides the copy appearing in all the local newspapers, reprints of the advertisements are being wrapped with all packages leaving the stores, while the personal acquaintance of the majority of

the salespeople is also being utilized to further the cause.

Salespeople call the campaign to the attention of customers who ask that merchandise be sent on approval.

Whether or not it will be necessary for the Springfield stores eventually to adopt and enforce a list of rules covering the situation depends on the result of this preliminary campaign. It is hoped and expected that this will not be necessary to such an extent as has been the case elsewhere.

A. B. Peacock, advertising manager of Forbes & Wallace, has this to say regarding the results of the campaign:

"For sixteen business days in April 1915, the percentage of returns against gross business was twenty-six per cent. For the corresponding period this year, during the time that this campaign has been running, the returns have been just half, or thirteen per cent, while the gross business has increased considerably. We are

not able to supply you with figures from the other stores at this time, although after May 1st various stores will probably compare notes on total store returns, as well as for ready-to-wear department."

In St. Louis, Mo., a long list of rules was adopted with little or no preliminary educational work. In Toledo, O., after a short campaign, a time limit on merchandise out on approval was set as six days. In Denver, where a strict set of rules has been put in operation, the secretary of the Retail Association of the Chamber of Commerce says:

"Our merchants are standing firmly by the agreement. The chief obstacle to be overcome is the gossip of customers who enter one store and insist that the other fellow is not living up to the agreement. In nine cases out of ten this is a deliberate falsehood, and the merchants are coming more and more to realize this fact."



CHARLES DANIEL
FREY
COMPANY
Advertising Illustrations
MONROE BUILDING
CHICAGO



Make-up Man Pleads for Advertisers' Mercy

Always Made the "Goat," He Asks for Fair Play in Connection with Requests for "Position"

By J. P. Wilson

WE have learned from professors of psychology and optical scientists the value of position in advertising, at least, the value, according to experiments and theories, of "such-and-such" a position. A few years ago quite an epidemic of articles and lectures were devoted to "position of advertising matter," almost as memorable a discussion as the "reason-why" campaign.

The psychologist told us that the "top right-hand position, right-hand page" was the first to strike the eye of the reader turning from one page to another. By the same token "the left-hand page caught the eye only after the mind's eye had digested the details on the right-hand page." This was not meant to convey that the right-hand page was read before the left hand, but that there was a kaleidoscopic effect, the advertising matter on that much-sought right-hand page being flashed on the sensitized mental film. The fact that many an advertiser has had just as good returns from ads on the left-hand page didn't jar the theorists. Experiments were experiments, and "scientific," and results had to get out of the way.

But what prompts this story is the objection I have, and the major portion of publishers or their "make-up" men have, to the liberal manner in which a large number of advertising agencies have associated themselves with the views of the learned on position in advertising.

If a man wants a back cover he can have it. Or first full-page following reading, second or third-cover position can be secured if spoken for in time. Page advertising can usually be accommodated to everybody's satisfaction. But how in the name of goodness can a publisher give every adver-

tisement "top of column next to reading matter on right-hand page" or "top right-hand right-hand page."

There is no exaggeration to that statement. Ask the "make-up" man on any magazine and you will soon learn that the average magazine would need as many pages as the Good Book to accommodate the requests and demands for "top right-hand right-hand page." I have handled orders from certain agencies for a number of years that never fail to accompany the order for space with the stereotyped request—often a demand—for the top of the right-hand column on the right-hand page. That request alone betrays the fact that the advertisements are on the small lineage order. The fact that the general rule in make-up is to place the single column advertisements in accordance with their size, heading the column with the largest advertisement and grading them down to the smallest at the bottom of the column, does not cut any figure with the offending agencies.

Surely it cannot be ignorance of the "rule of the road" that prompts these aggravating requests. Too many agency men have been at one time or another connected with a newspaper or magazine to make ignorance an alibi. So with all due respect to their desires to secure the best for their clients in the matter of position, the case of the publisher, both in regard to accounts of larger pretensions, which have a premier right, and the matter of consistency in make-up, must be given some consideration. The mechanical way in which these impossible orders are given is suggestive of rules and regulations for the order department rather than a genuine or special request for position.

On the flat-size magazines there

PRINTERS' INK



Here It Is—Just As They Said

April 11th, 1916

Arkenberg Special Agency
408 Madison Ave.
Toledo, O.

Re: Newspaper Classified

Gentlemen: That letter of April 8th of yours in which you enclosed refund to us really did not need an answer, but you people are so doggone white that we really feel we owe you one.

It certainly is a pleasure to deal with you, for we realize that the little orders we have sent you don't amount to a drop in the bucket and still you come back at us just as if these orders were real big things—of course, we realize that you are also working for future business, but we want you to understand that we appreciate the co-operation that you are extending to us and you can bet your sweet life that you will be represented here whenever there is any newspaper classified going on.

Cordially yours,

(Name furnished on request.)

Eastern Agencies should use our New York Office—all others, the Toledo Office.

Agencies should send for Bulletin No. 135, Rate Card and Commission Proposition.

Advertisers should get our latest lists.

ARKENBERG SPECIAL AGENCY

704 World Building
NEW YORK, N. Y.
Phone
Beekman 2252

Publishers' Representatives

NEW YORK and TOLEDO

408 Madison Ave.
TOLEDO, OHIO
Phone
Home Main 5893

HOTELS STATLER

Rates from \$1.50 Per Day



BUFFALO
450 Rooms 450 Baths



DETROIT
800 Rooms 800 Baths



CLEVELAND
1000 Rooms 1000 Baths

What Is Statler Service?

STATLER SERVICE is extra-good hotel service, which goes farther than you expect in contributing to your comfort.

It is *extra courtesy, thoughtfulness and helpfulness* from every employee to every guest.

Every—every—Hotel Statler room has private bath; outside light and air; circulating ice water; writing desk with plenty of stationery, etc.; local and long distance telephones; pin-cushion, with needles, thread, buttons, etc.; candle for a low night-light, and numerous other unusual conveniences. Morning paper delivered free to every guest-room.

Your satisfaction guaranteed, whether you spend \$1.50 or \$20 a day.

You'll always find other advertising men at the Statler.



is probably more trouble over this position question than on the others. The double-column advertisements, whether fifty lines double column or quarter page are, in the main, insistent on the right-hand page position. But whether it is a 14-line single column or 100-line double column, the right-hand page must be given. Of course it is impossible. Then what happens? If the publisher has accepted the order with the right-hand position only requested, and does not fulfill the request, the agency writes in a snappy letter asking for an explanation. Often the right-hand position is made a condition of the order on as small a piece of copy as fourteen lines—I have even seen them for less. If it is found impossible to place the advertisement as ordered, but it is given as good a position as possible, what happens? The agency ignores the insertion beyond returning the bill unpaid with the intimation that the order has not been filled according to instructions. The make-up man then "gets his" from the "old man" and what the make-up man has to say about agencies and position requests would not be likely to pass the censor.

While raising this gentle protest I do not wish to go on record as blaming every agency. There are some who never even worry the publisher about position except on certain and special occasions. There are also a number of agencies who tick off their position remarks with "position at publisher's option." Once in a while an agency when sending an order will also send a personally dictated letter requesting a certain position if possible. I always feel when handling these considerate requests that an old-time "make-up" man, or a publisher, is at the steering wheel in the agency. On the other hand, there are stenographers and order clerks who automatically fill in the almost dreaded requests "top right-hand, R. H. P." You can't blame the stenographers. They are under orders or are carrying out the instructions in the "rule book."

Before closing this discussion

let me ask those agencies who consistently demand the best in position for their clients, small or large, to stop and figure the matter out from the publisher's viewpoint. It is every publisher's aim and ambition to make his medium pay out for advertisers. To this extent he builds up his circulation and pays careful attention to his editorial matter. When he makes up his magazine he places the advertising to the best of his ability, consistent with "general balance" and with the view of the advertiser's interests uppermost.

The publisher, generally speaking, has more to lose or gain, according to the treatment he gives advertisers, than has the agency. In dollars and cents the publisher nets approximately 85 cents to the agency's 15 cents. Obviously then it is to the publisher's interest to assist advertisers in the matter of position. And so it is true that every magazine is made up with the interest of the advertiser in mind. Offending agencies might do well to digest that point. Agricultural publications are particular sufferers in this matter of impossible requests owing to the fact that it is customary to departmentalize this class of publication. During the incubator advertising season there are often as many as twenty or more incubator advertisements requesting the top position in the "Poultry Dept." It is impossible to accommodate these requests unless the balance of the magazine is utilized. Then where would the rest of the "Depts." and "Dept. Advertising" be placed. As Goldberg says, "It can't be done, William."

Those advertising agencies offending might do well to consider the fact that buying space is equivalent to paying gate money to see a ball game. If you want a grandstand seat you pay the price. And so it is that the advertiser with a 56-line incubator advertisement is entitled to the grandstand seat in the "Poultry Dept." in preference to the 28-line or smaller advertisers. If the 56-line man pays the price and gets pushed to the bleachers he kicks, and, in my opinion, is entitled to kick.

RANDOLPH 1220
1221



Audit Bureau of Circulations

703-716 Venetian Building
15 E. Washington Street
Chicago, Ill.

April 8, 1916.

BOARD OF DIRECTORS

Louis Bruch, President
American Radiator Co., Chicago
Curtis P. Brady, 1st Vice-Pres.
Woman's World, Chicago
A. W. Erickson, 2nd Vice-Pres.
The Erickson Co., Inc.
New York
M. F. Harris, Secretary
Armour & Co., Chicago
Hopewell L. Rogers, Treasurer
Chicago Daily News
Burridge D. Butler
Francis Furman, Chicago
W. B. Cherry
Merrill Lynch, Co.,
Sydney, N. Y.
Stanley Clegus
Taylor-Calkins-Clegus Co.,
Chicago
F. R. Davis
General Electric Co.,
Schenectady, N. Y.
F. C. Grandin
Pittman-Correll Co.,
Battle Creek, Mich.
O. C. Harn
National Lead Co., New York
Frank C. Hoyt
The Outlook, New York
Charles F. Jenkins
Farm Journal, Philadelphia
Emory Mapes
Union of West Co.,
Minneapolis
L. E. Jones
Eastman Kodak Co.,
Rochester, N. Y.
S. C. Perkins
The Coca-Cola Co., Atlanta, Ga.
M. C. Robbins
Iron Age, New York
E. R. Shaw
Ventral Engineer
Chicago
F. H. Squier
Faber-Breuer Co., Milwaukee
Wm. Wrigley, Jr.
Wm. Wrigley, Jr., Co., Chicago
Lyle Young, Jr.
Dea Motives Capital

EXECUTIVE COMMITTEE

Louis Bruch, Chairman
Hopewell L. Rogers
Stanley Clegus
Burridge D. Butler
Curtis P. Brady
Wm. Wrigley, Jr.
M. F. Harris, Secretary
STANDARD FORMS AND
AUDITS COMMITTEE
Stanley Clegus, Chairman
Hopewell L. Rogers
Frank C. Hoyt
M. C. Robbins
Burridge D. Butler
L. E. Jones

RUSSELL R. WHITMAN,
MANAGING DIRECTOR

Publishers,
American Motorist,
Washington, D. C.

Gentlemen:

We have been making the necessary
adjustments in the membership dues based on
your circulation reports received during 1915.

We find that your circulation during
the period has exceeded 50,000, which places
you in Division No. 7, the rates under this
class being \$4.00 per week, or \$52.00 for the
quarter. We are, therefore, enclosing here-
with, statement for the difference, amounting
to \$71.50.

The membership service for the
quarter beginning April 1st is \$52.00, so
that the total amount now due is \$123.50.

We shall be pleased to receive
your check for this amount so as to adjust
the dues up to and including the current
quarter.

Yours very truly,

AUDIT BUREAU OF CIRCULATIONS,

B-GM

J. J. Bruch

Population 62,288 Trading Centre for 100,000
Brockton, Massachusetts. The Great Shoe City filled with workers and
winners. A Dry Town doing Big Business. People have money to spend.

Brockton Daily Enterprise

Daily Edition exceeds 15,000. 12 to 32 pages

Flat Commercial rate 35 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries a page of want advertisements. Best
paper. Leading general advertisers use it



Printers and their Specialties

Advertisers Can Consult with Profit, this List
of Printers, When Planning their Next Job

"CROWELL QUALITY"

Let us show you what this means when you have a job of binding. We do every kind of cloth, leather and paper work in quantities. Established 1834

THOMAS Y. CROWELL Co.
426-428 West Broadway, New York

"USE your own judgment" brings no regrets when specialists set your advertisements.

Day and Night Service

C. E. RUCKSTUHL, INC.
Typographic Service
27 EAST 31ST STREET, NEW YORK

Unusual Covers

The cover is the eye-catcher of your catalogue. Does it attract the eye? Let us emboss it. We are the leading embossers in the United States.

Walcutt Bros. Co.
141 East 25th St., New York City

HOUSE ORGANS

Advertisers contemplating getting out a House Organ will profit thru our advice as we make a specialty of printing House Organs. There are many secrets in this line besides printing technique which we can tell you about.

WALTERS & MAHON, Inc.
64 Church St. New York City

IN making commercial printing beautiful we never forget the importance of the verb "to sell."

THE KALKHOFF CO.
216 West 18th Street, New York

MANY of America's prominent advertisers and advertising agencies like the George Batten Co., J. Walter Thompson Co., Frank Seaman, Inc., Federal

**Booklets
AND
Catalogs**

Agency and others,
requiring High Class
Booklet and Catalog
Work use the



Printers of Printers' Ink
30 W. 13th St., N. Y.

ADS

made more effective by the embodiment of perfect typography in their composition.

Telephone, Vanderbilt 5996

HURST & HURST
Typesetters to Advertisers
503 FIFTH AVE. NEW YORK

READ PRINTING COMPANY

HIRSH SHERWOOD, President

Your printing may be good—but it is not yet good enough

106 SEVENTH AVE., N. Y.
Telephone 6396 and 6397 Chelsea

Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers,
Advertising Agents and Publishers

Advertising Service

"We wish to say that your service has been all and more than you said it would be when you solicited our business and we naturally feel well satisfied.

Yours very truly,
Feb. 28, 1916 THE ERICKSON CO."

THE GILL
ENGRAVING COMPANY
140 Fifth Ave. New York

SCIENTIFIC
ENGRAVING CO.
406-426 W. 31st St., New York
Telephones Chelsea 2117-2118-2229
Best Equipped Plant in New York
Guarantee you finest plates at reasonable rates
FINE PLATES

SPEED

Just tell us when you want it,
and forget about it.

We'll get it out or bust.
Let's show you.

Metropolitan Art Craft Co.
2 Duane St. New York
Telephones Beekman 2980-1-2
DAY AND NIGHT SERVICE

ALL of the engraving of
some of the biggest
national advertisers is made
by us.



THE BECK ENGRAVING CO.
PHILADELPHIA NEW YORK

The Colorplate Engraving Co.

J. E. Rhodes, Pres.

311 West 43rd St. N.Y.



Quality Color Plates

ELECTRO SERVICE IN CANADA

MONTREAL, Nov. 10-15
"Dear Mr. Hirt—
I want to thank you for the consistently good service you are giving this office—both in the quality of the plates you are making and in the details of shipment and checking. The Tooke job just completed is especially good.
Very truly yours,
J. J. GARDNER, LIMITED,
by Paul Fitzpatrick."

RAPID ELECTROTYPE CO.
OF CANADA
345-347 Craig W. Montreal, P. Q.

*A good Picture
is worth a ...
Million Words*

ARTHUR BRISBANE
BEFORE THE ADVERTISING CLUB
THE STERLING ENGRAVING CO.
NEW YORK CITY
Artists - Engravers

200 WILLIAM ST.
TEL. 2800 BEEHMAN

105 AVE. AND 36th ST.
TEL. 2800 BEEHMAN

Advertising Agencies will do well to
consider our service when in need of

Process Color Plates

Being the leading house in Color
Printing, we are eminently qualified in
judging printing plates for
Color Work.

ZEESE - WILKINSON CO.
424-438 W. 33rd St., New York

New England

Territorial Expansion is governed by using Home Daily Newspapers

Expand your business by pushing your goods in the local cities of New England.

If your goods are not on sale or only marking time in these cities, you are missing some mighty good customers.

New England has the highest ratio of skilled mechanics and skilled factory operators in the country. Present conditions are ideal for a campaign as the workers are very busy and money is plentiful with them.

New England offers an opportunity for the closely knit distribution of all classes of goods.

Here the conditions are right for the marketing of goods from everywhere, but you must use the home daily newspapers.

New England local daily newspapers erect trade fences and keep them in repair.

New England local dailies have great power in the moving of merchandise of all descriptions. They are papers of character, possessing in a great degree the esteem and confidence of their readers.

Here are 12 of them:

NEW HAVEN, CT., REGISTER

Daily Circulation 19,414.
Population 133,605, with suburbs 150,000.

MERIDEN, CT., RECORD

Daily Circulation 5,963.
Population 37,265, with suburbs 50,000.

WATERBURY, CT., REPUBLICAN

Daily Circulation 8,788.
Population 73,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS

Daily Circulation 20,944.
Population 58,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS

Daily Circulation 10,014.
Population 20,468, with suburbs 40,000.

MANCHESTER, N. H.

Daily Circulation 27,705.
Population 75,063, with suburbs 150,000.

Union and
Leader

LYNN, MASS., ITEM

Daily Circulation 15,261.
Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS. Standard and Mercury

Daily Circulation 20,949 net paid.
Population 109,000, with suburbs 120,000.

SALEM, MASS., NEWS

Daily Circulation 20,021.
Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION

Daily Circulation 29,591.
Population 100,000, with suburbs 250,000.

BRIDGEPORT, CT.,

Daily Circulation 31,000—A. B. C.
Population 150,000, with suburbs 220,000.

Post and
Telegram
Kodak

HARTFORD, CT., COURANT

Daily Circulation 16,800.
Population 98,915, with suburbs 125,000.

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Our Speed Craze

PRINTERS' INK sounds a much-needed note against the habit of "rush" in present-day business affairs, the sort of nervousness which impels so many individuals and concerns to speed up everything.

It utters a plainly evident truth when it says that things which should be done thoroughly and deliberately are too frequently done in all possible haste, and the result is that the work is indifferent or so bad that it must be done over again.

Speeding is an American sin confined to no particular business and a habit that in many cases has grown into a fault. The "more speed, less haste" motto has been largely forgotten. Mind and body are geared up too high and the price is very often paid in wrecked physiques and disordered mentalities. And, of course, business itself suffers in consequence of this excessive tension and high rate of action.

There are signs that the crest of the speed wave is passing. The railroads serve as an example. A few years ago the road that did not establish a new speed record with one of its trains was considered old-fashioned, but in the last year or two sanity in operation has taken the place of this craze.

What the American people are beginning to see and preparing to practice is that quantity in production should not be made at the cost of quality, that extreme haste involves too many false movements and wasted time, that mere quickness of action is not necessarily a business virtue and, indeed, might be a very bad fault.

PRINTERS' INK has spoken wisely and its cautioning words should be generally heeded.—Brooklyn *Standard-Union*.

Suggests Method of Naming Agency

OAKLAND, CAL., April 19, 1916.

Editor of PRINTERS' INK:

Regarding the letter published under the head, "Who can tell him what to do, and why?" in your issue of April 13—couldn't Advertising Agent follow the example of the publishers of *The Youth's Companion*? They are said to have taken a purely fictitious name, Perry Mason & Co., for their business—Perry Mason simply didn't exist.

Advertising Agent may find a solution to his difficulty in taking a similar course. It would have the advantage of defining the difference between the individual active owners and the business itself, while retaining a personal flavor in the name.

R. T. TANDY.

This letter is in reply to an inquiry made in PRINTERS' INK recently by an advertising agent regarding the best course to follow in naming a new agency. Should a coined word, such as Kodak, be used, or some historic name such as Benjamin Franklin? For certain reasons it was not thought desirable to use the names of those at the head of the agency in its title.—[Ed. PRINTERS' INK.]

Weigh the Fish!

Whether advertising will pay your firm has been discussed pro and con in your office for many a long day, but no decision has yet been reached nor is it likely one ever will be reached till something is done.

In Elizabeth's time one of the great questions of the day was whether a fish weighed more out of the water than it did in water. Learned men proved a fish weighed more out of water, and other learned men proved a fish weighed more in water; then some practical fellow who was not so learned weighed a fish in the water, and then out of the water, and proved its weight was the same in either case. The

PORTLAND Maine EXPRESS

is a desirable scale to weigh the value of your proposition. Try a little campaign in the EXPRESS.

Largest Daily Circulation in Maine.

JULIUS MATHEWS

Boston — New York — Chicago

Bridgeport (Connecticut) Workers

are making more money than they ever thought possible!

A good deal of this is passed on to Bridgeport's merchants, who are distributing large quantities of merchandise.

Everyone in Bridgeport has a smile!

Are you getting your share of Bridgeport's prosperity?

Post and Telegram

Largest Circulation of any Bridgeport paper by many thousands!

Julius Mathews Special Agency
Boston—Chicago—New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASFLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, APRIL 27, 1916

War, Patriotism, and Free Space

At the beginning of the war great pressure was brought to bear upon the newspapers of the various belligerent nations to donate their advertising space for patriotic purposes. From so many quarters did the appeals come that it soon became evident the publishers would go bankrupt if they yielded to all the calls. Consequently, they soon saw the necessity of a definite policy and of concerted action. They were patriotic and were anxious to do all they could to promote the cause of their respective governments.

But—is not advertising space a commodity with just as definite a value and just as fixed a manufacturing cost as a case of cartridges or a carload of canned goods?

If the manufacturers of munitions and other supplies were to be paid for the products of their factories, then why should not the manufacturers of advertising space be paid for the products of

their factories? To give their space away would be to depreciate the value of advertising in the mind of the public at large.

We are all familiar with the advertising campaign in England to secure recruits, and we all know what great results were achieved. Now, this space was *paid for in cash—not donated*. The individual publishers contributed to the fund in the shape of checks and taxes, just like other business men.

Similarly, in Canada, the publishers had to decide what their policy would be. Did patriotism demand that they donate their space to all the objects growing out of war conditions? Or, were they justified in viewing their advertising as having as fixed a value as any other commodity needed for the equipment of the army and the prosecution of the war?

The answer is supplied in a letter to PRINTERS' INK from Charles F. Roland, president and general manager of the *Winnipeg Telegram*. We commend Mr. Roland's logic to the body of men who, in the years to come, expect to continue making their living out of the sale or purchase of advertising space:

"The policy adopted by the three *Winnipeg* papers is to charge the 10,000-line rate to all patriotic, Red Cross societies and organizations doing war-relief work. This plan was considered from a business standpoint, as advertising space is the only commodity the newspaper has to sell.

"I might add that the three *Winnipeg* papers are contributing in cash to patriotic funds \$7,000 this year; the *Winnipeg Free Press* giving \$3,400, the *Winnipeg Telegram* \$2,500 and the *Winnipeg Tribune* \$1,200. I understand this same policy was adopted in Toronto by the *Toronto Mail and Empire*, the *Globe*, the *World* and the *News*.

"Previous to February 1, when I became associated with the *Winnipeg Telegram*, I held the position of secretary-treasurer of both the Manitoba Patriotic Fund and the Manitoba Red Cross Society. During the first year of the war we raised by public subscription,

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through the use of from four-column to full-page appeals in the newspapers, over \$1,000,000 in cash; for the Red Cross Society we used only small space, which had the result of bringing in over \$200,000 in cash and supplies during the first year.

Ten days ago Winnipeg required \$500,000 additional funds for patriotic purposes. The committee in charge of the campaign used five-column display announcements in each of the three Winnipeg papers for five days, and when the campaign closed the amount was over-subscribed.

"The Canadian Red Cross Society has sent millions of dollars' worth of goods to the battlefields of Europe, and the Manitoba Patriotic Fund, which helps to provide for the wives and children of the soldiers on active service, is paying out nearly \$100,000 per month.

"It would be just as reasonable for the Red Cross Society to go to one of our wholesale dry-goods houses and ask them to supply one hundred rolls of hospital linen as it would be to come to our newspapers and ask us to contribute our space free. Our space is just as much of a staple commodity with us as the linen is with the wholesale dry-goods house.

"The policy adopted has received no criticism; on the other hand, the patriotic societies only use a limited amount of space at such times as they are absolutely in need of funds."

There can be no question but that the stand of the Canadian and English papers is both patriotic and business-like. Under such a policy as Mr. Roland describes, advertising will emerge from the war with respect for it increased, rather than diminished.

Supposing the Canadian publishers had chosen to give away a million dollars' worth of space. People would have been quick to say, "Oh, it didn't cost anything—probably it isn't worth anything!"

But, instead of giving away a million dollars' worth of space, the Canadian papers charged their government a fair price and then,

from a modest campaign, *produced a million dollars' worth of results.*

Which is the better advertisement of advertising—to give away a million dollars' worth of space, or to demonstrate that intelligent advertising can be made to yield a million dollars in direct returns?

And as for patriotism—we think the stand of the Canadian publishers was absolutely unimpeachable. What is freely given away is always lightly esteemed. If the Canadian dailies had donated out of hand a million dollars' worth of space, the chances are the space would have been filled with perfunctory, flabby copy. There would have been no returns worth talking about, and advertising would have received another black eye.

The American Newspaper Publishers' Association, meeting this week in New York, has just put out a bulletin to its members, the sentiments in which seem, not only to PRINTERS' INK, but to a great number of advertisers and advertising agents, to be thoroughly sound and deserving of applause. This is the official expression of the greatest and most influential organization of newspapers anywhere in the world:

"IS THE AMERICAN NEWSPAPER PUBLISHED FOR LOVE?

"Great Britain advertises in the newspapers for recruits and pays the newspapers for transmitting its messages to the public.

"Canada pays the newspapers for advertising her apple crop, for patriotism and production, a campaign to secure increase in agricultural production and a town-plot-cultivation campaign to increase the number of backyard gardens under cultivation, and also a campaign to increase the consumption of peaches and plums.

"The United States Government, and some others, seem to view the newspaper as an omnibus, designed for free transportation. The Government, however, pays its way in all other lines, including billboards for securing recruits.

"Are the newspapers of Great Britain and of Canada lacking in

patriotism? Henry Ford pays for his peace advertising. The American Defense Society seeks the news columns to push its propaganda."

PRINTERS' INK believes in patriotism, preparedness and publicity—but refuses to believe they are objects of charity.

Sauce for the Goose vs. Gravy for the Gander

When manufacturers and wholesalers calculate their own margins they work from the retailers' cost-basis by a system of trade discounts which insures the correct statement of their earnings on the total volume of their sales; but when they address retailers they almost universally succumb to the temptation to measure by the more liberal-appearing rule of calculating from cost.

Under this dual system of figuring margins are swelled amazingly: 20 per cent becomes 25 per cent; 25 per cent grows to 33 1-3 per cent; 33 1-3 per cent swells to 50 per cent; 50 per cent leaps to 100 per cent—and so on with almost geometrical progression. This system of playing both ends against the middle has become completely familiar to well-informed retailers, who capably analyze and reduce it to correct terms before they buy. Thus nothing is gained by drawing the long bow when dealing with enlightened retailers, except, perhaps, a tolerant smile at the seller's expense. But less adroit retailers who lack ability to figure accurately are subject to the common human weakness of suspecting more evil than exists, hence they discount more liberally than the facts warrant. Perhaps we might say that the effort of the manufacturer to make them believe that 2×2 makes 4.10 results in their gaining the firm conviction that the "answer" is 3.90—and the conviction of an ignorant man is very difficult to alter. Hence, in this case, the manufacturer not only is denied the credit he claims, but gets less than he is really entitled to receive.

Inasmuch as this obsolescent

scheme of juggling with arithmetic gets nothin' for nobody, why not just drop it? Why not simplify matters by preparing one kind of sauce for both the goose and the gander?

The Public Appraisal of Good-will Value

According to the latest figures we have seen in print, the net tangible assets of four standard automobile concerns—General Motors, Willys-Overland, Studebaker and Maxwell—amounted to \$128,951,563. At the same time the market value of the securities of those four companies was equal to \$238,643,673—an excess of \$109,692,110 over the actual asset value. The *Boston News Bureau* from which we take the figures comments upon this extraordinary public appraisal of good will, and asks the rhetorical question, "is this inflation?"

The same authority gives the book values of the good will of the four companies as \$68,714,906. In other words, the companies' own estimates of the value of their good will are \$40,977,204 less than the value which the buyers of securities are willing to place upon it. Is the public wrong in its estimate?

The only way to tell is to turn to the record of earnings, where we find that the combined *net profits* for the four companies during the 1915 fiscal year were \$36,699,220, or 33.5 per cent on the selling value of their good will. At the present rate of progress their profits for 1916 will represent more than 50 per cent of that value. Thus we find that these four companies can earn in two years from 62 to more than 100 per cent of the valuation which the market places upon their securities in excess of actual asset value. We commend the above figures to the attention of those conservative financiers who still refuse to recognize advertising investments as a bankable asset.

Bloom & Campbell have been appointed Western representatives for *Something To Do*, Boston.

CAN ANY NEWSPAPER

IN A CITY OF 150,000 PEOPLE

EQUAL THIS RECORD?

We believe The Register and Tribune has a larger circulation and publishes more want ads than any other newspaper, morning or evening, or morning and evening combination in any city of 150,000 in America.

Here's our evidence,

Des Moines Register & Tribune

(MORNING AND EVENING)

NET PAID AVERAGE MARCH, 1916

CIRCULATION

Daily 76,182 Sunday 58,950

Paid circulation has increased 28,051 Daily and 30,446 Sunday in the last five years.

50 per cent greater daily circulation than any other morning or evening paper or morning and evening circulation in Iowa.

Members A. B. C.

WANT ADS

FIRST THREE MONTHS, 1916

Des Moines Register (morn.)	66,948	Want Ads
Evening Tribune	50,795	Want Ads
Next Des Moines Paper	25,883	Want Ads
Last Des Moines Paper	22,898	Want Ads

The Register gained 7,569 want ads, The Tribune gained 8,025 want ads, the next paper lost 8,680 want ads, and the last paper lost 1,048 want ads, as compared with the first three months of 1915.

THE REGISTER AND TRIBUNE CO.

DES MOINES, IOWA

I. A. Klein,
Metropolitan Tower
New York

Representatives

John Glass
People's Gas Bldg.
Chicago



PLUTO WATER

—Is bought by hundreds of Canadians. Scores have come to know of it because of the persistent sampling done through this Company in the larger Canadian cities. It is "our work" to make things known by the distribution of samples, catalogues, window displays, and other forms of advertising matter. How may we serve you?

Dominion Messenger and Signal Co., Limited
Offices all over Canada

HEAD OFFICE - - - TORONTO, ONT.

"Yes, I Know Printers' Ink"

It is rare indeed, for any PRINTERS' INK representative to find a business man who has not at least heard of the "Little Schoolmaster." Remarkable, is it not, as an evidence of its wide appeal throughout the commercial world?

Shredded Wheat Company Must Answer Trade Commission Complaint

Ross Food Co. Alleges a Series of "Unfair Methods of Competition" Growing from Suit Filed Last Fall—Formal Complaint Includes Threats Against Dealers, Jobbers and Publisher

THE Federal Trade Commission has filed a formal complaint against the Shredded Wheat Company, Niagara Falls, alleging violation of Section 5 of the Trade Commission Act which forbids "unfair methods of competition." This action is an outgrowth of the suit filed last fall in the United States District Court for Connecticut, by the Shredded Wheat Company against the Ross Food Company, of Batavia, N. Y., and one of its local distributors of Ross's Whole Wheat Biscuit. That suit, which was discussed at some length in PRINTERS' INK for October 21 and November 11, 1915, is still pending, and involves the right of the Ross Food Company to make biscuits of identical shape and appearance with Shredded Wheat Biscuits under certain design and machinery patents which have expired. It is said that the Ross Food Company's Batavia factory has been closed for several months, practically since the suit was filed against it, on account of its inability to secure outlets for its product.

The complaint before the Trade Commission, which that body considers important enough to call for a formal answer and a hearing, contains a long list of allegations of unfair methods of competition. It accuses the Shredded Wheat Company of preventing the Ross Food Company from securing machinery by means of exclusive contracts with the machinery manufacturers; of employing secret agents to spy upon the operations of the Batavia concern; of bribing railroad employees to disclose the destination

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of shipments; of inducing wholesale and retail customers of the Ross Food Company to cancel their orders; of misrepresenting the quality of the Ross product; of threatening legal action against any dealer who handled it; of giving wide publicity to the fact that an unfair competition suit had been brought, and threatening to bring similar suits against dealers. The further allegation is made that the Shredded Wheat Company prevented its competitor from securing advertising space by threatening to withdraw its own advertising from such papers as published that of the Ross Food Company.

June 1 has been set as the date for a hearing. The most that the Trade Commission could do would be to issue an order directing that any practices which it found to be unfair should be stopped. Inasmuch as the main issue of the controversy is already before the courts, it is not likely that the Trade Commission will take any very drastic action. It has already held in two or three cases that where matters are actually in process of litigation in the Federal Courts it is not within the Trade Commission's province to intervene.

Hires Salesmen by System

The Edward A. Woods Agency of the Equitable Life at Pittsburgh, has announced some new requirements for salesmen employed by it. All applications for positions must be made on a form prepared by the agency, and must be accompanied by the agent's photograph and a check for \$10. The check will be returned if the applicant is not accepted. The agency will further require a medical examination of the applicant, and will furnish to him without charge a license, a copy of a text-book on life-insurance, a rate-book and a full supply kit in a neat case. The new agents will be required to take the course in sales work prepared by the secretary of the Equitable Life. The object of making these requirements is to eliminate at the outset unprepared and incompetent agents.

W. O. Woodward Now Sole Owner

W. O. Woodward has purchased the entire business of the W. O. Woodward Company, New York.

Literature That "Lands"

The other day a circular prepared by us for one of our clients "stopped" a big executive—"stopped" him long enough to get a good order. And this man's waste basket has a big appetite, too.

Remember this—weak circulars, letters, booklets and catalogs cost just as much to print and mail as strong ones. Perhaps we can inject a little more "pull" into your literature—years of experience has taught us how.

Let's get together—you have so much to gain and nothing to risk that you ought to learn the facts—in your office—at your convenience. Say when—and we'll lay the evidence on your desk.

Turner Advertising Company

608 S. Dearborn Street, Chicago

Nothing Succeeds Like Service 

A GUIDE to better health and greater efficiency, both mental and physical, is the purpose back of

PHYSICAL CULTURE

More than 100,000 people consider it an authority in this direction.

You can advertise mighty convincingly to these 100,000 people, through PHYSICAL CULTURE—and we can prove it. Ask us to.

New York Office: Flatiron Building
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations

The Little Schoolmaster's Classroom

A. A. BRIGGS, advertising manager of the Dunlop Tire & Rubber Goods Company, Ltd., Toronto, in a letter to PRINTERS' INK, tells this interesting story:

When he was advertising manager of the McClary Manufacturing Company, located at Saskatoon, he took a trip to the North. He carried with him a copy of PRINTERS' INK and gave it to the Hudson Bay "factor" at Vermilion, which is in the latitude of 58.50. He says: "This, I figured, was easily an 'altitude record' for the 'Little Schoolmaster.' That was in 1910, and no doubt this copy is in Vermilion yet, because the people in the north country have a habit of keeping magazines for years, as they get so few of them."

The Schoolmaster was about to concede Mr. Briggs credit for giving PRINTERS' INK its "farthest North" circulation, when it occurred to him that our own circulation department has a pretty long reach. Sure enough, he found that the Vermilion copy has to share the altitude record with one going to Juneau, Alaska, where Sim Freeman is a subscriber. And who knows but what Mr. Freeman has actually sent P. I. beyond the Arctic Circle?

We'll pause two months for a reply.

* * *

We often talk in advertising circles about the necessity of the sales and advertising departments working together. To defend the proposition is to waste words. Notwithstanding the fact that it obviously should be, the condition does not always exist. One manufacturer enjoying a national business of nearly ten million dollars a year states that his advertising and sales departments "are married but not living together."

Perhaps it is not always a case of incompatibility. We know of some organizations whose sales and advertising departments "do not live together," simply because

there doesn't seem to be time enough in the business day to consider their true relationship.

* * *

One manufacturing concern has overcome this difficulty by the committee system. At an appointed hour each week the sales manager, advertising manager, designer of goods, office manager, and factory superintendent get together for a discussion of plans. This committee is called the Promotion Committee, and has as its real object the knitting together of the sales and advertising departments. The presence of the designer of merchandise on such a committee is, of course, logical. As to the other two members, their presence is solicited in order that the sales and advertising departments may not institute campaigns in which the details do not harmonize with the office and factory systems of producing, recording, and billing goods.

* * *

The "help a poor feller" method of selling is not to be countenanced in any modern campaign, and yet it may be said of this method of soliciting business that it is in no sense of the word deceiving. Further, it must be acknowledged to be plainly human, even though it may be accused of being a weakling's method.

The advertising manager of a certain manufacturer uses such an appeal, in which the Schoolmaster considers a perfectly legitimate way, in connection with the distribution of dealer electrotypes.

After the electrotypes have been in the dealer's hands about four days, a letter goes forward soliciting a clipping "which, when received, affords much encouragement to those concerned in producing the advertising service. This evidence of appreciation will spur us on to greater effort on your behalf."

This is not verbatim, but it is the gist of the letter, and this big

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Gimme the Razzle

Had a uneekxqsb experience tother day. Went down and asked our grand old Circulation Manager how much he expected to increase G. H. distribution next month and—~~you—should—have—heard—him.~~ Whoops my dear! and then some. Say—if I had that feller's nerve and good opinion of himself, I'd be right on my way to Europe this minute—to stop the war. All on account of the way he's piling up circulation for my little old mag. too. Fine weather we're havin'; yes, sir!

J. Dwight Brewer
Advertising Manager

GOOD HEALTH

1204 W. Main St
Battle Creek,
Mich.

Do You Buy Trade Journal Space?

Then listen to E. P. Kohl, advertising manager of the Columbian Rope Company, Auburn, N. Y., who said in a recent letter: "We have just received the current issue of CLASS, and enclose herewith \$1 for one year's subscription. As we are 'from Missouri' when it comes to spending money, you will realize that the dollar enclosed is an indication of how highly we regard your publication." If you also are from Missouri, why not send for a sample copy?

CLASS, Starks Building, Louisville, Ky.

SOUND A NEW NOTE IN YOUR COLLECTIONS with the KEY of

RESULTS

Don't worry about collections any longer! You can depend on us to get results where there is a human chance. We are not lawyers seeking legal practice—but professional collection experts who collect in over 95 per cent. of cases, without suit—one of the main reasons for the success of our service, as O.K.'d by hundreds of clients, forty of which are rated over a million dollars. Give us a fair trial and this office becomes your collection department. To get acquainted, ask for "Ten Commandments for Credit Men." "A Few Questions to Ask Before Extending Credit," on your business letterhead. No obligation. **BONDED. UNSUCCESSFUL—NO CHARGE.** Offices of BENJAMIN A. JAVITZ, Collection Experts Everywhere. 15th Floor, St. Paul Bldg., New York City.

Conduct Your Local "Hurrah" Sales

WITH A

Deagan Electric Unafon

in Banner Bearing Automobile

A TEN-PIECE BRASS BAND IN A 31 INCH SPACE

Write for Catalog "F"

J. C. DEAGAN, 1759 Berteau Avenue, Chicago, Illinois

"GIBBONS Knows CANADA"

PAUL BROWN

COMMERCIAL ARTIST

14 WASHINGTON AVE.
BALTIMORE CITY, MD.



The German Weekly of National
Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 133,992. Rate 35c.

SALES ANALYST

Successful salesman and shrewd trade investigator will serve agency by working as manufacturer's salesman to obtain inside facts on any merchandising proposition.

Experienced at both trade and consumer selling.

Address Salesman Analyst,
Box 459, Printers' Ink.

Back Copies "Saved His Life"

A Western concern's Board of Directors was on the point of paring the advertising appropriation to the bone. A hurry call to **PRINTERS' INK**, bringing a list of articles showing the losses others had suffered by such moves, enabled the advertising manager, with clippings from his back copies, to convince the "higher ups" that curtailment would be suicidal.

Said advertising manager has cause to congratulate himself on having a complete file of **PRINTERS' INK** when he needed it.

concern does not consider it undignified to be a little human in its appeal to the dealer.

* * *

The average manufacturer's salesman is coddled and petted like a baby. The species is brought up to believe that the whole business structure depends upon the men of the grip. Not so much as in the past, perhaps, but nevertheless more than should be. This is one reason why many sales conventions that aim to accomplish any real business are often a source of disappointment to the men at the helm.

One general manager so worked the order of business as to get the men to propose and vote to carry out a plan already determined upon by the executive members of the organization. The convention was a huge success, and the men returned to their respective territories gratified to know that the house had for once realized that the salesmen were really the backbone of the business.

You may say that this is not substantial and not correct and that it will lead to destructive things later. Perhaps, but for the present the organization is enjoying an investor's rising market.

* * *

An advertising manager for a concern of national repute made a remark at a recent social function which was rather illuminating. He was asked how it was that a man of his line of business could spend so much time away from his office. He remarked that he considered the time away from office as his most productive time. When asked pointblank what he did when he was away from the office, he replied, "I gossip for business."

In explanation he said, "I make it a point to call upon our dealers and impress upon them the fact that I have no definite mission, simply that business called me to that particular city and I am just making a friendly call. I then talk to the dealers about the different people in the organization, and in a gossipy way talk about

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their respective abilities. We have one man who has been creating our designs for upwards of eighteen years—I tell dealers about his experience, his wonderful personality, resourcefulness, etc.

"I believe that my campaign of 'gossiping for business' is productive. Our salesmen unhesitatingly show their appreciation of these visits, and the requests from the various road men to come into their territories, if complied with, would occupy more time than I could give did I travel 365 days a year."

* * *

Appealing to the feminine mind is not a task for mere man to contemplate without trepidation. Therefore, it was with some inward rejoicing that the Schoolmaster heard the other day of an advertising man's humiliating experience. It seems that after much painstaking work in which the advertising man co-operated with the agency, a beautiful advertisement was produced for an article of distinctly feminine appeal. The illustration was one of those elusive ten-strikes that come only once in a season or two, produced by the artist's perhaps latent but hitherto undeveloped genius.

Not to be outdone, the copywriter had chased the muse into a corner where escape was impossible, and such a presentation of the advertising story! An officer of the firm beheld the proof. It was wonderful, so wonderful that he broke a rule of his which forbade his taking business matters to his home, and carefully tucked under his arm this beautiful product of the advertising department that he might show it to his wife.

And now the scene changes: "My dear, I want you to see a beautiful advertisement we are going to use in the magazine." A moment later came this distinctly feminine reply: "Why, how could you? This butler is taking a card from a lady and he has no tray." And that isn't the worst; the lady would give the advertisement no further consideration, and why should she, for was it not "socially impossible"?

The Pittsburg Leader

This is the paper that carries your message into the homes of the people that create and enjoy the prosperity of this industrious and prosperous community. Write for information.

W. E. MOFFETT,
Advertising Manager.

Wanted—

young man with about one year's experience, to join soliciting staff of well-known monthly publication. Unusual opportunity for wide-awake, aggressive young man. Write, giving references and complete information. All applications considered confidential.

"W," Box 460
PRINTERS' INK

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

BOOKLETS

Are wasted because written backwards; expensive because printed by old-time methods. Ask on your letter head for samples. "Standard Booklets" written and priced right. THE DANDO CO., 40 S. 3rd St., Philadelphia, Pa.

BUSINESS OPPORTUNITIES

In Philadelphia there is a young man, of excellent business experience, financially responsible, who desires to conduct a Philadelphia office for an established business seeking skillful, aggressive representation in that territory. Box 680, P. I.

FOR SALE

FOR SALE ADDRESSOGRAPH EQUIPMENT

In use six months, outfit consists of latest model foot power Addressograph with duplicator, repeater and safety device, new 4-line Graphotype; storage cabinets with 63 drawers, ten thousand wide shift tab frames and three thousand plates. Invoiced price when new \$439.00. Will sell at a great sacrifice. Address or call on Mr. Huebner, Adv. Mgr., North American Construction Co., Bay City, Mich.

HELP WANTED

WANTED—Circulation Manager for technical publication. Quick and accurate worker desired. State experience and qualifications. Box 750, c/o P. I.

Boy, 16-17, wanted by prominent trade paper. Good chance to learn publishing and advertising business. Preference given to neat, bright and ambitious boy. Box 795, care Printers' Ink.

WANTED—Classified manager for a large newspaper in a large Eastern city. No chance for a beginner or a theorist, but a good job for a mature man who knows his business. Give references. Address Box 774, care Printers' Ink.

Branch Sales Managers for two important branches well established office equipment business, each branch doing approximately \$200,000 to \$250,000 annually. Applications confidential. Give details experience first letter. Box 787, care Printers' Ink.

Advertising solicitor for national publication that reaches commercial men, sales managers and going concerns. Must be a producer; straight commission. Good opportunity. Old established concern. State experience and references, in confidence. Address Box 793, Printers' Ink.

We need a real man—age 25 to 35—who is systematic, ambitious, capable, a good salesman, with a fine personality and who is experienced in handling large dealer organizations (tires, accessories, or automobiles). The salary to start will not be large—but the opportunity is. In writing state all details, references, salary expected, and send photo. Box 788, care Printers' Ink.

We will Buy Your SPARE TIME

if you are capable of handling plans or copy or both for Direct-by-Mail Advertising. Let us know what experience you have had and the rate you will charge. Box 797, care Printers' Ink.

NOT A TEMPORARY POSITION.

A national civic organization will appoint highly qualified field secretary to conduct financial and membership campaign. The FIELD SECRETARY should be constructive, able to plan on paper and execute his own plans personally; meet with big men, gain and hold their confidence and inspire them to take hold of constructive work to a point of real activity; as a solicitor he should be able to hang on until he gets a positive answer; and he should be absolutely honest financially, morally and in his friendships, with sufficient imagination to strive for an ideal and of faith to carry it to accomplishment.

Address Box 786, care Printers' Ink.

MEETINGS

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 8, 1916, at 12 o'clock noon. Chas. H. Thayer, Pres.

POSITIONS WANTED

Boston "Special" wants representation of general or class media. Box 758, P.I.

Advertising Manager

is available. Box 753, care of Printers' Ink.

COPY WRITER (big Chicago Agency) seeks new connection. Box 788, Printers' Ink.

\$50 copy-writer, experienced (4 years), college graduate, age 28, will join manufacturer or agency at \$25 per week, if position has future; successful. Box 766, Printers' Ink.

WILL BUY AN OPPORTUNITY

I will start at the bottom for the man who means business. Possess several years' merchandising and selling experience and have written copy. Prefer a big agency or a manufacturer. Box 799, Printers' Ink.

TO ADVERTISING MANAGERS

COPY MAN—With good inventive ability and 3 yrs. of agency, newspaper, and dept. store experience, wishes to connect with party that can offer broader experience and a living wage to an aspiring advertising man. Address Box 789, Printers' Ink.

Advertising Man

Has ably planned, handled advertising of large concerns—manufacturing, technical, mail order—magazine, trade paper, newspaper, booklets, folders; writes business-getting copy. College graduate (31), adapts himself quickly, efficiently. Box 683, P. I.

Agencies Need Understudies!

—Agencies! Develop understudies to your headliners against the day you'll need them! Start me now in training. I offer proved ability as N. Y. daily newspaper reporter and assistant and editor in advertising department of national account. College graduate, 28, single. Invest in me now. Address Obvious Adams, Box 794, care Printers' Ink.

Young Blood and Brains

This **YOUNG MAN**, having practically built up one going manufacturing business—can produce like results for another going business that will use him. Creative Advertiser—Salesman—Executive. Invites your acid test. Box 791, care Printers' Ink.

Creative, constructive copywriter and idea man. Two years' service department engineering magazine; also agency experience. Unimpeachable references. \$25 to start. Will go anywhere. Box 785, Printers' Ink.

Young man (20) 4 years newspaper and agency experience, understands type, cuts, layouts, writes copy, etc. I. C. S. trained. Opportunity large advertiser, agency, newspaper desired. Can handle responsible details. Box 796, c/o P. I.

ADVERTISING MANAGER

of class rarely seeking position, open to apply to your business the proven ideas and plans that broke sales records for several large concerns during his 14 years' experience. Box 798, c/o P. I.

Sales & Adv. Manager.

A man of experience who had entire charge of the sales development and also subsequently entire charge of the advertising of a notably successful canned food product, having severed this connection, is open to consider a proposition either executive or advisory wherein ability such as proven by his previous success is desired. Box 792, PRINTERS' INK.

"Where's MY copy of PRINTERS' INK!"

Only in the offices where there is no bound file of the "Little Schoolmaster" is this plaint heard.

Such lost time and patience can readily be avoided by the use of bound volumes. \$8.00 the set postpaid (four 1,500-page books to the set), 1914, 1915 or 1916.

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